

<title>

access

observe

interact

shop

</title>

Cover and interior design by Caroline Herdman-Grant

All images are screenshots or sourced as referenced.  
All information is sourced from publicly available or  
public domain sources

This work was conducted as a Reflective Practice Assignment  
at the Department of Typography & Graphic Communication,  
University of Reading in partial completion of MA  
Communication Design (Book Design), 2019–2021

Typeset in IBM Plex Mono designed by Mike Abbink, 2018

access

observe

interact

shop

```
<p class=quote>
```

**"The truth is no online database will replace your daily newspaper, no CD-ROM can take the place of a competent teacher and no computer network will change the way government works."**

```
</p>
```

```
<p class="author">
```

Clifford Stoll 1995

```
</p>
```



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# </content>



**<pre 1995>**



**<p class=quote>**

**"Today personal computers are for the vast majority of people who own them optional desires. They could happily get rid of them and never miss the device in their life. In fact their life would probably be better and more peaceful without them. I guarantee you within 10, 15 years, those devices on our desk tops will be such essential needs that you could not take them away from people without killing someone in the process."**

**</p>**

**<p class="author">**

**Alvin Toffler, 1993**

**</p>**

<pre 1995>

|                 |                    |
|-----------------|--------------------|
| <title>         | <status>           |
| compuserve      | active             |
| </title>        | subsidiary of AOL  |
| <date_created>  | <isp>              |
| <founded>       | inactive 2009      |
| 1969            | </isp>             |
| </founded>      | <forum>            |
| <forums>        | inactive 2017      |
| 1981            | </forum>           |
| </forums>       | </status>          |
| <isp>           | <creator>          |
| 1989            | Jeffrey M. Wilkins |
| </isp>          | </creator>         |
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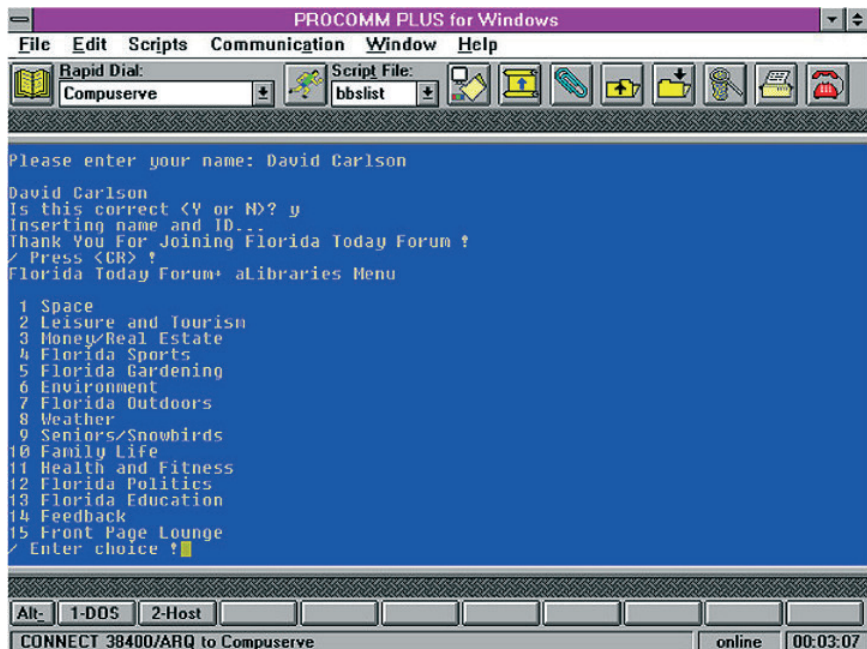
access

observe

interact

shop

## <compuserve>



<pre 1995>

<p class=quote>

**"It was chat, not newspapers, that people used most on CompuServe. The "CB Simulator," released in 1980, was one of the first online real-time chat programs in the world, and CompuServe users took to it like ducks to water. The CB Simulator, with 40 separate "channels," soon accounted for 20 percent of the time used on CIS."**

</p>

<p class="author">

Dylan Tweney 2009

</p>

access

observe

interact

shop

## CompuServe

<p>CompuServe was an online information service that provided access to the Internet, email, instant messaging and an integrated contact list.</p>

<p>Founded in 1969 as a timesharing service, CompuServe is one of the oldest online services, being the first to offer email in 1979 and online chat a year later.</p>

<p>The GIF graphics format was developed by CompuServe in 1987 to transfer compressed images over the very low-speed, dial-up lines in common use at that time. GIF images are widely used on the Web; however, the compression method in GIF was patented by Unisys.</p>

<p>Before the widespread adoption of the Internet and World Wide Web, the United Kingdom's first national major-brands online shopping service was developed by the UK arm of CompuServe/CIS as part of its proprietary closed-system collection of consumer services.</p>

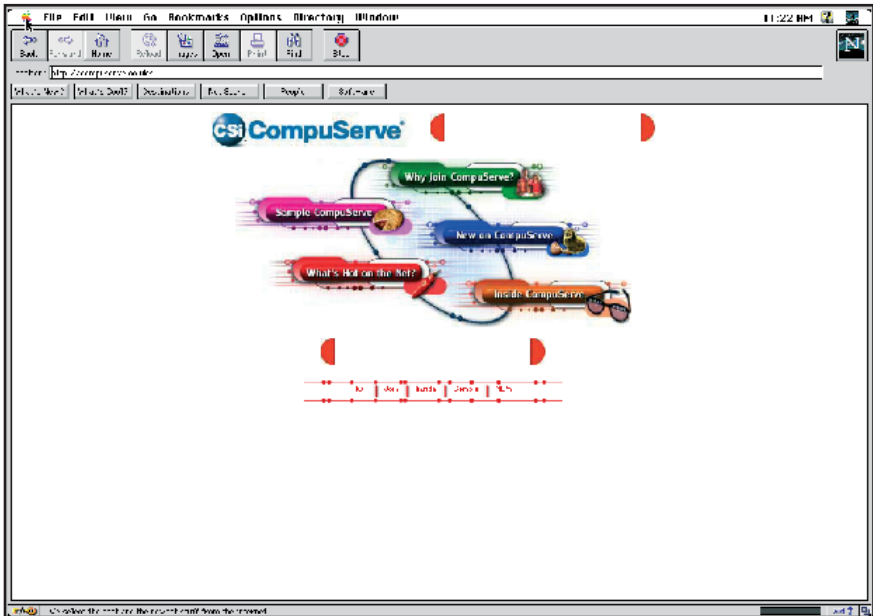
<p>CompuServe dominated the field during the 1980s and remained a major influence through the mid-1990s. At its peak in the early 1990s, CIS was known for its online chat system, message forums covering a variety of topics, extensive software libraries for most computer platforms, and a series of popular online games.</p>

<source>

Vaughan-Nichols, S.J. (2009).

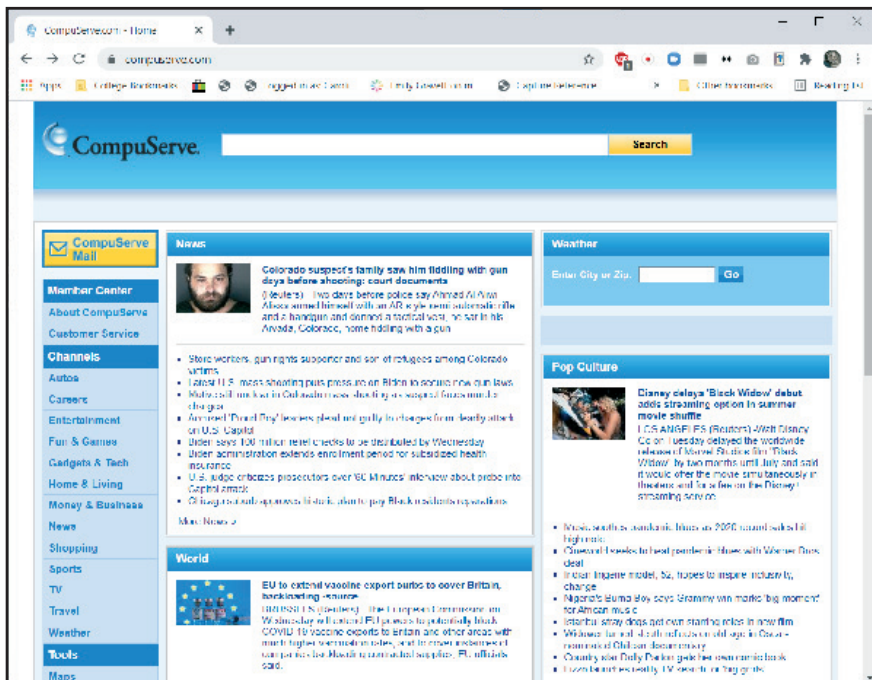
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<pre 1995>



```
<source>  
  compuserve homepage  
</source>
```

```
<date>  
  1997  
</date>
```



<source>  
compuserve homepage  
</source>

<date>  
2021  
</date>

<pre 1995>

|                 |             |
|-----------------|-------------|
| <title>         | <status>    |
| IMDb            | active      |
| </title>        | </status>   |
| <date_created>  | <creator>   |
| 1990            | Col Needham |
| </date_created> | </creator>  |

## &lt;IMDb&gt;



```
LANG=""; export LANG
PATH=/bin:/usr/bin:$PATH; export PATH

echo x - explist
cat >explist <<'EOF'
#!/bin/sh

# Author: Col Needham
#
# Usage: explist <list>
#
# Purpose: read in a list & produce a list database on the standard output

expand $1 | awk '/^[A-Z]/ {s1=substr($0,1,24)} /^[A-Z\t ]/ {print s1 " "
substr($0,25,$0)}' | sed -e 's/ */|/' | grep -v '|$'
EOF
set 'wc -lwc <explist'
if test $1$2$3 != 947264
then
    echo ERROR: wc results of explist are $* should be 9 47 264
fi

chmod 777 explist

exit 0
```

<pre 1995>

<p class=quote>

**"I have produced a set of Unix scripts to create a movie database using the information on the lists. They make it easy to search for all appearances by an actor/actress or all the cast and director of a particular movie and are available by e-mail if you missed them."**

</p>

<p class="author">

Col Needham 1990

</p>



## IMDb

<p>IMDb began as a movie database on the Usenet group "rec.arts.movies" in 1990 and moved to the web in 1993. </p>

<p>In October 1990, someone asked "Does anyone out there have a Unix or C program which can 'interrogate' the actor/actress files? What I want to be able to do is to type in an actor/actress' name and get out a list of all the films which they appeared in." </p>

<p>Col Needham responded "Well I can't provide you with exactly what you want, but I have a Unix script which might be of some use." A month later he posted an update to a list of to the board and in that message offered the scripts to anyone who wanted them. This query was the starting point for IMDb. </p>

<p>IMDb's shift from a volunteer-led USENET group into a company and online encyclopedic force was an evolution that took almost six years. There aren't many recognizable brands still on the Web from before 1994, but IMDb is one of them – the service graduated onto the Web in 1993, before finally arriving at IMDb.com as a fully incorporated company just in time for the Oscars in 1996. </p>

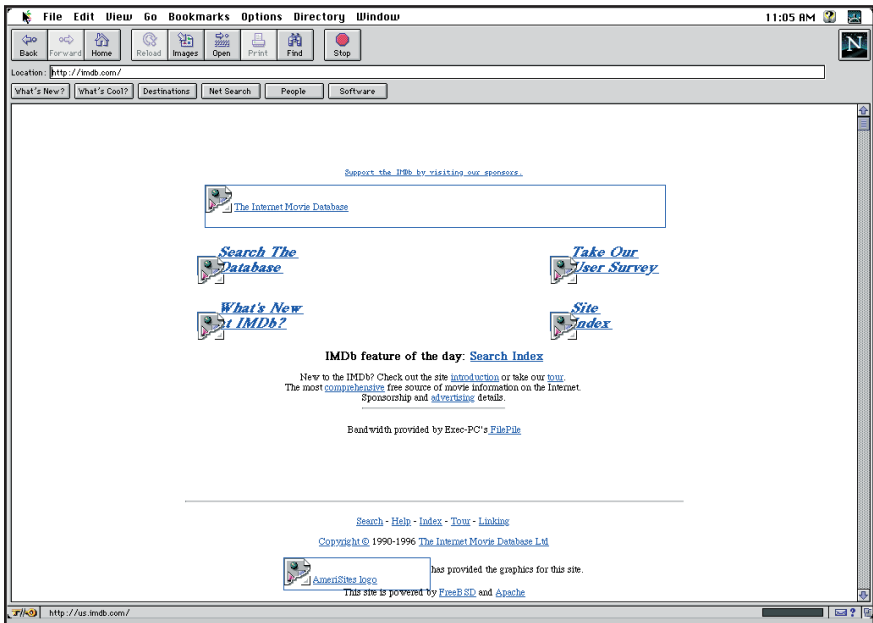
<p>Today, IMDb claims more than 200 million unique monthly visitors across the Web and mobile, with over 180 million "data items," three million movies, TV programs, and six million cast and crew members. </p>

<source>

Sawers, P. (2015).

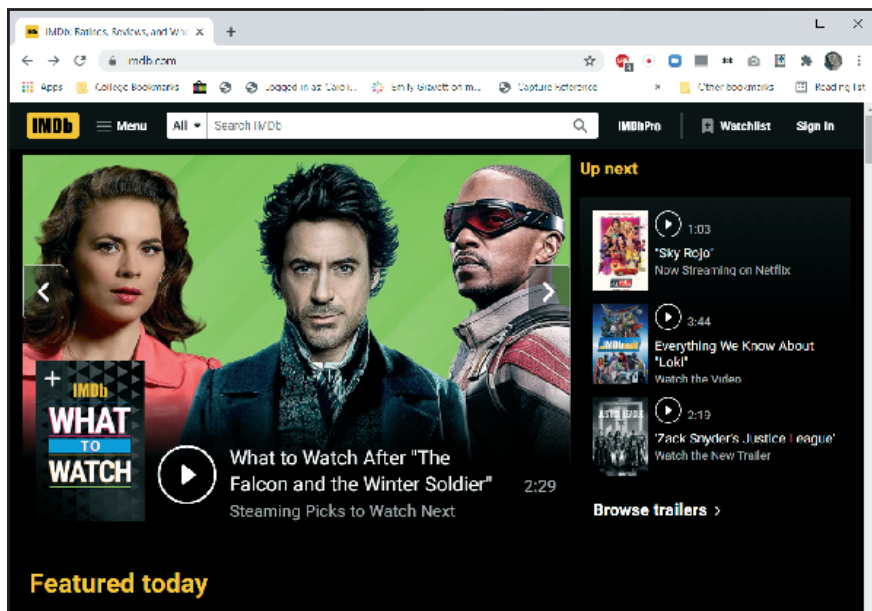
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<pre 1995>



<source>  
imdb homepage  
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<date>  
2021  
</date>



```
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```
<date>  
  2021  
</date>
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<pre 1995>

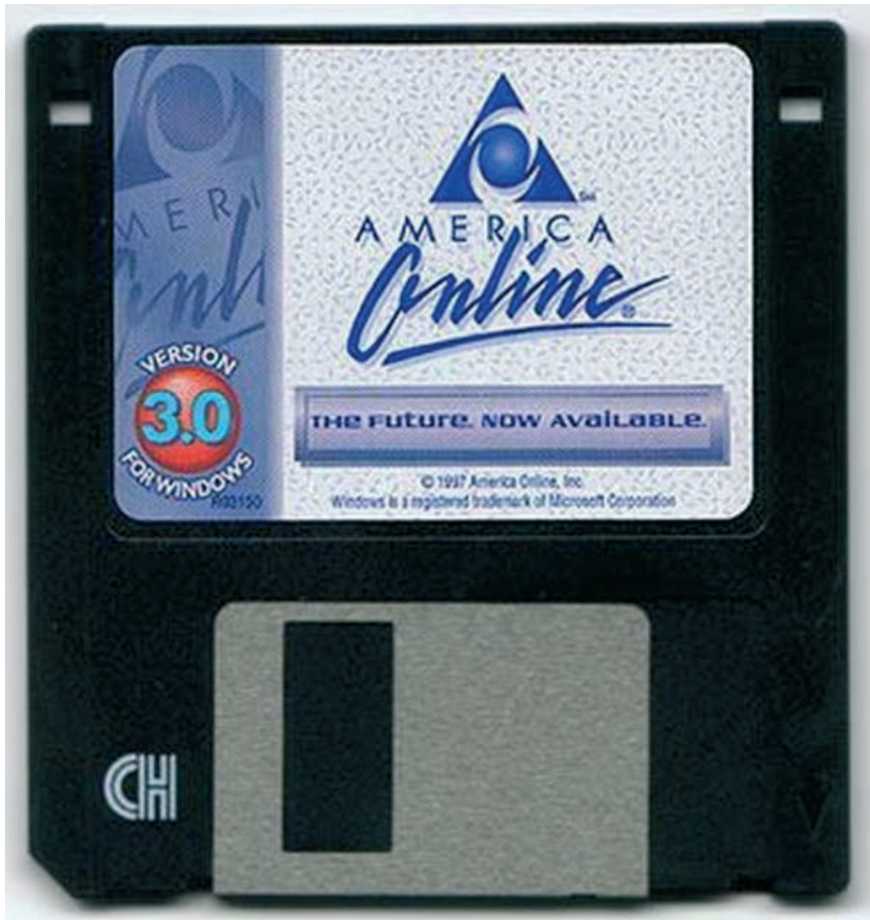
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| 1983            | <isp>               |
| </founded>      | active              |
| <Q-Link>        | </isp>              |
| 1985            | </status>           |
| </Q-Link>       | <creators>          |
| <isp>           | Marc Seriff         |
| 1989            | Steve Case          |
| </isp>          | Jim Kimsey          |
| </date_created> | William von Meister |
|                 | </creators>         |

access

observe

interact

<AOL>



<pre 1995>

<p class=quote>

**"I remember when AOL was small and they were growing like mad. Consumers were coming on in droves because they made it easy to connect to the Internet. That was the single biggest innovation of AOL; when grandmas were signing up, AOL had arrived."**

</p>

<p class="author">

Ram Shriram 2012

</p>

## AOL

<p> AOL was one of the early pioneers of the Internet in the mid-1990s, and the most recognized brand on the web in the United States.</p>

<p> AOL began in 1983 as CVC, an online service for the Atari 2600. CVC didn't last and was reorganized as Quantum Computer Services in 1985. In 1989, Quantum was renamed America Online.</p>

<p> AOL promoted itself as the online service for people unfamiliar with computers, in contrast to CompuServe, which was well established in the technical community.</p>

<p> During the early 1990s, Advertisements invited consumers to "Try America Online FREE", through promotional disks. At one point, 50% of the CDs produced worldwide had an AOL logo.</p>

<p> In 1998 AOL acquired competitor CompuServe and continued to grow, by 2000 AOL was the biggest Internet provider in the US and worth \$125 billion. By 2009 however AOL, known for its dial-up online Internet service, was being outmoded by the high-speed Internet access</p>

<p> Despite shift to high speed access a 2015 AOL report showed 2.1 million people are still dialling up.</p>

<source>

Rothman, L. (2015)

McCullough, B. (2014)

</source>

<pre 1995>



<source>  
AOL homepage  
</source>

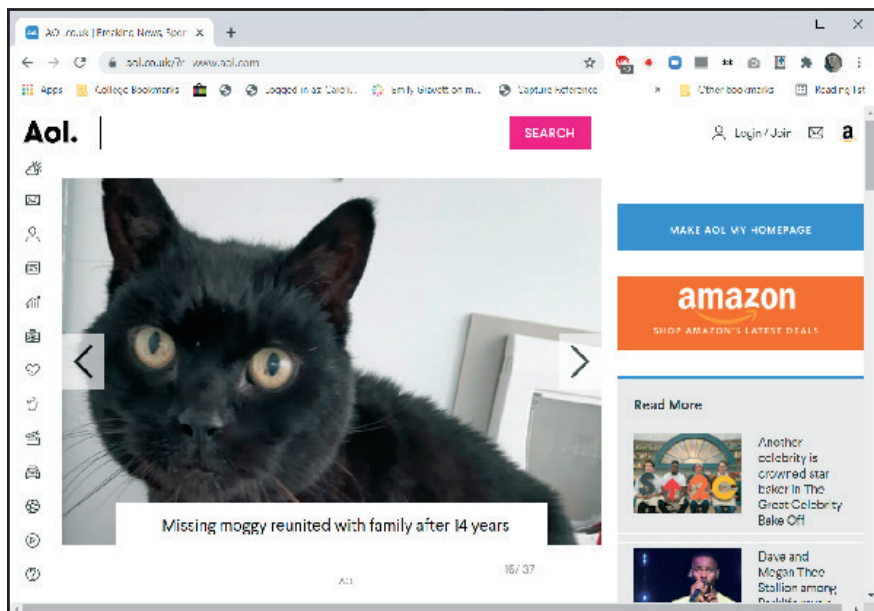
<date>  
1996  
</date>



access

observe

interact



<source>  
AOL homepage  
</source>

<date>  
2021  
</date>

<pre 1995>

|                 |             |
|-----------------|-------------|
| <title>         | <status>    |
| MTV online      | active      |
| </title>        | </status>   |
| <date_created>  | <creator>   |
| 1993            | Adam Curry  |
| </date_created> | </creators> |

## &lt;MTVOnline&gt;



<pre 1995>

<p class=quote>

**"MTV's Web sites are being  
whipped by rivals such as  
MySpace, the new home of the  
MTV generation."**

</p>

<p class="author">

Matthew Karnitschnig 2006

</p>

## MTV Online

<p> In the late 1980s, MTV VJ Adam Curry began experimenting on the Internet. He registered the domain name “MTV.com” in 1993. The service was originally branded “MTV Online” during the 1990s. After this time, the website became known as simply “MTV.com” and served as the Internet hub for all MTV and MTV News content.

</p>

<p> MTV.com experimented with entirely video-based layouts between 2005 and 2007. The experiment began in April 2005 as MTV Overdrive, a streaming video service that supplemented the regular MTV.com website.

</p>

<p> In 2006 MTV transformed the entire site using a Flash video. Users’ feedback about the site was negative, demonstrating a dissatisfaction with videos that played automatically, commercials that could not be skipped or stopped, and the slower speed of the entire website. The experiment ended in February 2006 as MTV.com reverted to a traditional HTML-based website design with embedded video clips, in the style of YouTube and some other video-based websites.

</p>

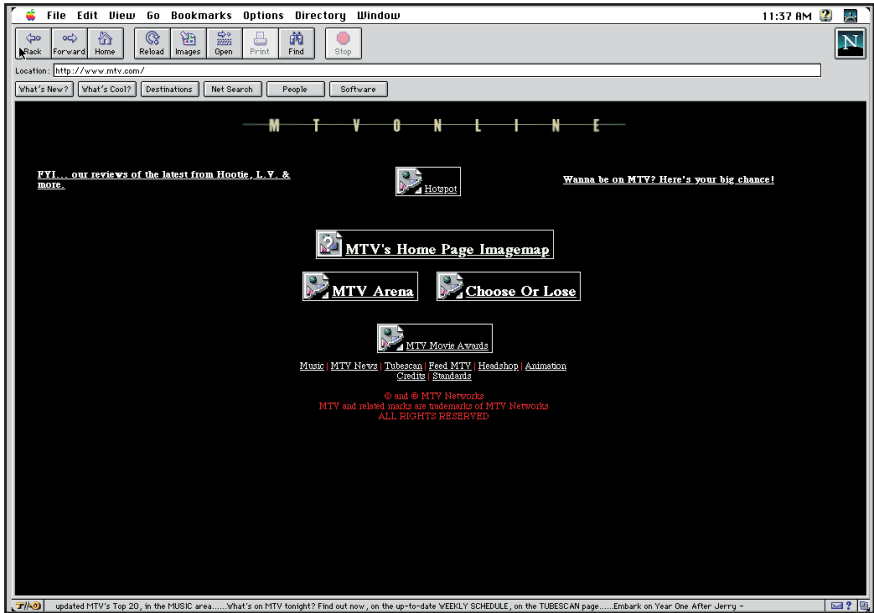
<p> The channel responded to the rise of the Internet as the new central place to watch music videos in October 2008 by launching MTV Music (later called MTV Hive), a website that featured thousands of music videos from MTV and VH1’s video libraries, dating back to the earliest videos from 1981.

<source>

Wikipedia MTV

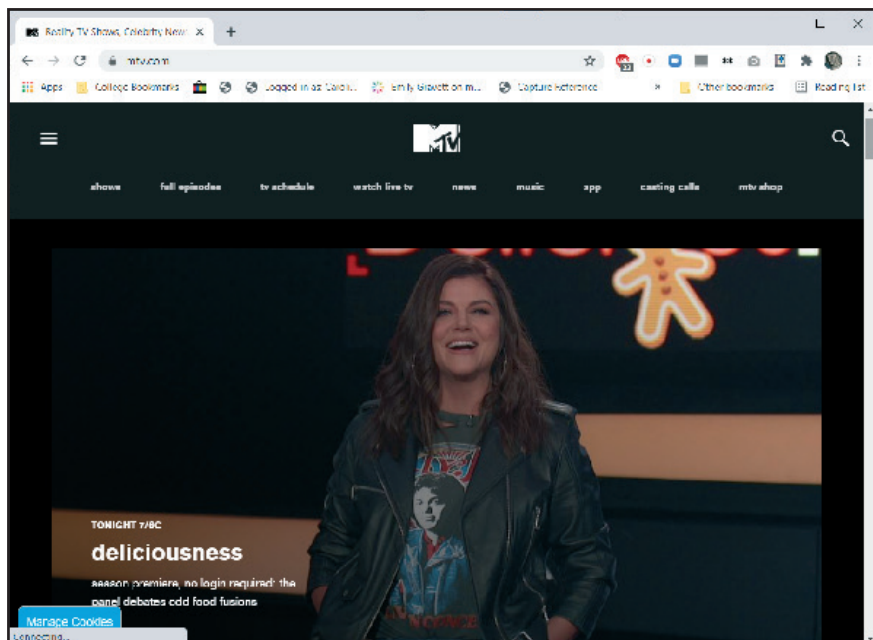
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<pre 1995>



```
<source>
  mtv homepage
</source>
```

```
<date>
  1996
</date>
```



```
<source>
  mtv homepage
</source>
```

```
<date>
  2021
</date>
```

<pre 1995>

|                 |               |
|-----------------|---------------|
| <title>         | <status>      |
| geocities       | inactive      |
| </title>        | </status>     |
| <date_created>  | <creator>     |
| 1994            | David Bohnett |
| </date_created> | John Reznier  |
|                 | </creators>   |



## &lt;geocities&gt;



<pre 1995>

<p class=quote>

**“While GeoCities isn’t cool, it isn’t a bad thing. It did a great thing--enabled great people to instantly publish to the Web.”**

</p>

<p class="author">

Evan Williams 2003

</p>

## Geocities

<p>GeoCities was created by David Bohnett and John Rezner in 1994. It allowed its users to create webpages with little to no knowledge of coding needed.

</p>

<p>Instead of giving people some web space in an anonymous corner of a server rack, Bohnett and Rexner decided to divide their free service into different virtual neighbourhoods. Each could host a different theme, and when users signed up they could chose which one they wanted to belong to. So the Hollywood neighbourhood was the place for fan and celeb sites, Area51 for science fiction, and Beverly Hills for fashion and shopping.

</p>

<p>After being publicly available for only a short time, GeoCities's popularity spiked immensely and by December 1995, the service hosted 25,000 pages and had over 6 million page views per month. By June 1997, GeoCities was the fifth most popular web site on the Web. It was bought by Yahoo in 1999

</p>

<p>The sites themselves were often amateurish and not very well maintained. And by 2009, a new generation of social networks like Myspace and Facebook had surfaced, themselves an evolution of the very idea Geocities had helped to create. Social networks were the next big thing. So Yahoo took every single site offline, all at once. Just like that.

</p>

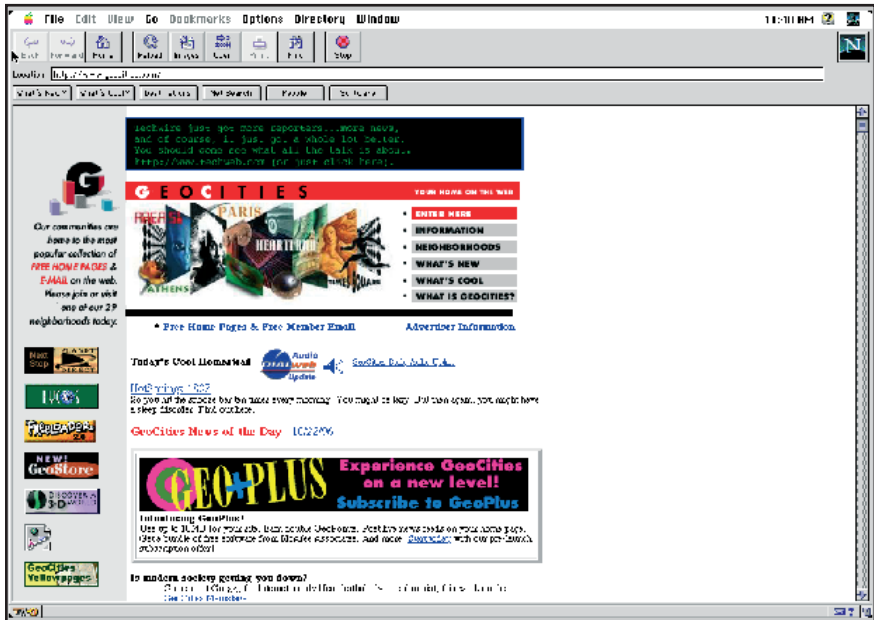
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An Ode to Geocities

The Dead Media Archive

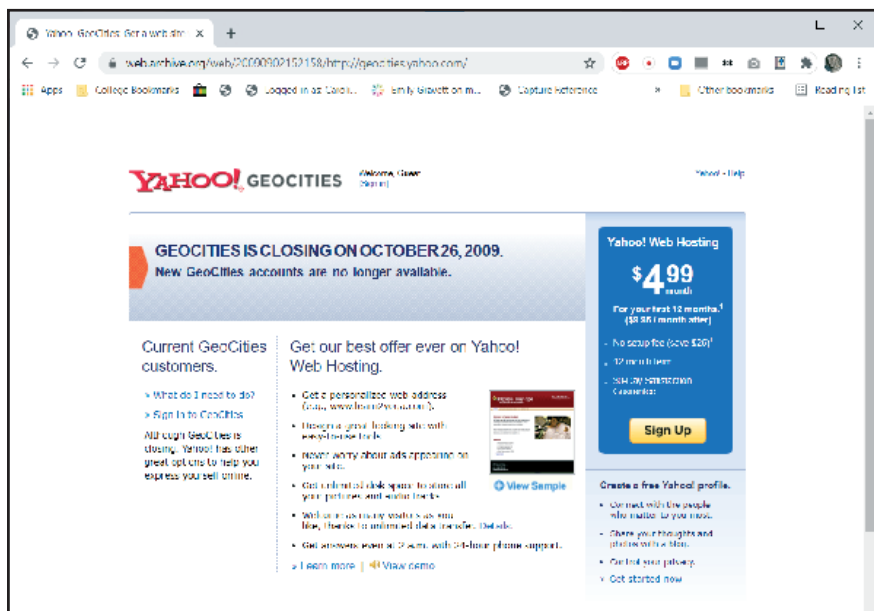
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<pre 1995>



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geocities homepage  
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<date>  
1996  
</date>



<source>  
geocities homepage  
</source>

<date>  
2009  
</date>

<pre 1995>

|                 |                       |
|-----------------|-----------------------|
| <title>         | <status>              |
| lycos           | active                |
| </title>        | </status>             |
| <date_created>  | <creator>             |
| 1994            | Michael Loren Mauldin |
| </date_created> | </creator>            |

<lycos>



**LYCOS**

meet you there

<p class=quote>

**"I cared about our search results, which seemed to be the one thing that no one was paying attention to. We were a search engine, but our results sucked, mainly because it took between six and nine months to refresh the search catalog."**

</p>

<p class="author">

Jim Gilliam 2016

</p>



## Lycos

<p>Lycos was one of the earliest search engines, first developed in 1994 by Dr. Michael L. Mauldin and a team of researchers at the Carnegie Mellon University Center for Machine Translation. Lycos' name comes from the Latin name for the wolf spider that is a hunter, actively stalking their prey.

</p>

<p>When Lycos was first launched on July 20, 1994 it had a catalog of 54,000 documents but less than a month later its crawler had recorded more than 390,000 documents in its index. By the start of 1995, Lycos had indexed 1.5 million documents, then growing rapidly to over 60 million documents by the end of 1996, making it the largest search engine at the time.

</p>

<p>Lycos was one of the most popular websites on the internet, ranking 8th in 1997, and peaking at 4th in both 1999 and 2001. Near the peak of the dot-com bubble on May 16, 2000, Lycos announced its intent to be acquired by Terra Networks, the Internet arm of the Spanish telecommunications giant Telefónica, for \$12.5 billion.

</p>

<p>Having been set back by the dot-com bubble burst, Lycos abandoned its own search crawler in late 2001. In August 2004, Terra announced that it was selling Lycos for less than 2% of Terra's initial multibillion-dollar investment.

</p>

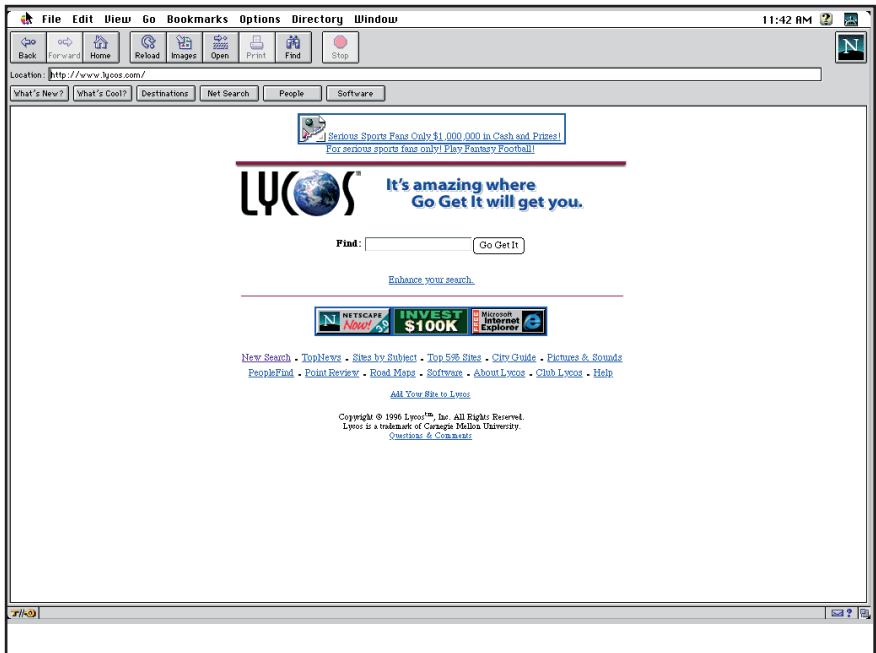
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Wikipedia, Lycos

Lycos: A brief history of the Lycos search engine

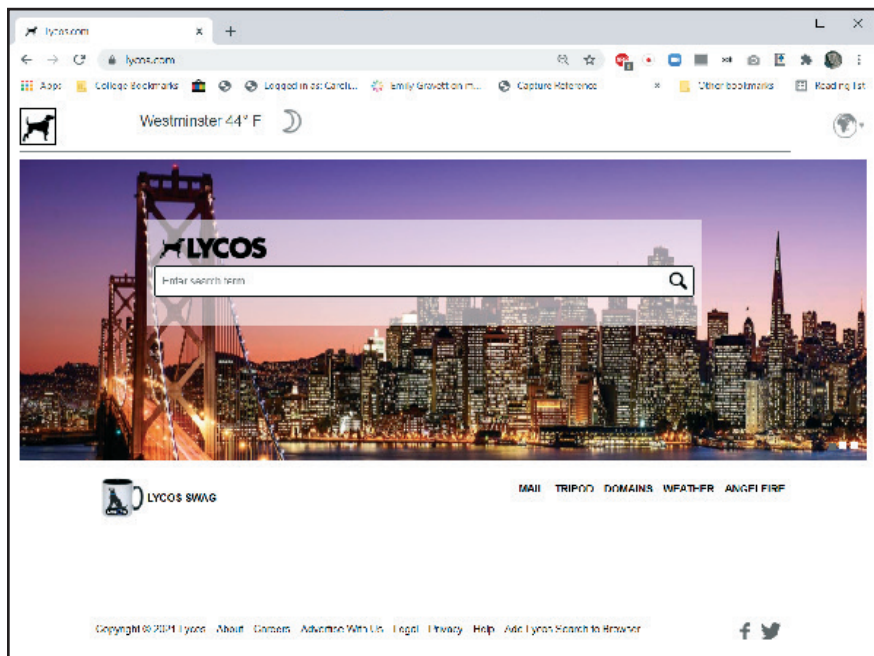
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lycos homepage  
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<date>  
1996  
</date>



<source>  
 lycos homepage  
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<date>  
 2021  
 </date>

<pre 1995>

|                 |             |
|-----------------|-------------|
| <title>         | <status>    |
| Amazon          | active      |
| </title>        | </status>   |
| <date_created>  | <creator>   |
| 1994            | Jeff Bezos  |
| </date_created> | </creators> |

&lt;amazon&gt;



## Welcome to Amazon.com Books!

*One million titles,  
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

### SPOTLIGHT! -- AUGUST 16TH

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### ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...

### EYES & EDITORS, A PERSONAL NOTIFICATION SERVICE

Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

### YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

<pre 1995>

<p class=quote>

**"One of the things that I hope will distinguish Amazon.com is that we continue to be a company that defies easy analogy. This requires a lot of innovation, and innovation requires a lot of random walk.""**

</p>

<p class="author">

Jeff Bezos

</p>

<p class="author">

## Amazon

<p>In terms of revenue, Amazon is the biggest internet-based company in the world. When it started out selling books online in 1994, Jeff Bezos had an idea that the best way to succeed online was to grow big and fast.</p>

<p>Bezos concluded that books would be the most logical product initially to sell online. Amazon.com was not the first company to do so; Computer Literacy, a Silicon Valley bookstore, began selling books from its inventory to its technically astute customers in 1991. However, the promise of Amazon.com was to deliver any book to any reader anywhere.</p>

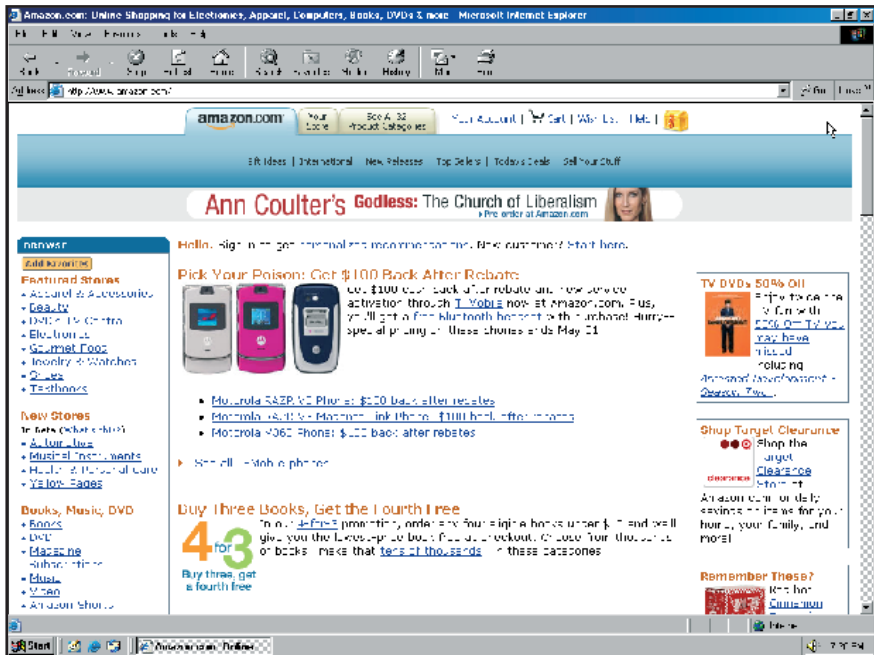
<p>Today, the company sells everything from books to groceries to shipping container houses. It has become a one-stop-shop and has many ambitions for its future. </p>

<p>Its Web services business includes renting data storage and computing resources, so-called "cloud computing," over the Internet. Its considerable online presence is such that, in 2012, 1 percent of all Internet traffic in North America traveled in and out of Amazon.com data centres.</p>

<p>The company also makes the market-leading Kindle e-book readers. Its promotion of these devices has led to dramatic growth in e-book publishing and turned Amazon.com into a major disruptive force in the book-publishing market.</p>

<source>  
britannia.com  
</source>

<pre 1995>



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amazon homepage  
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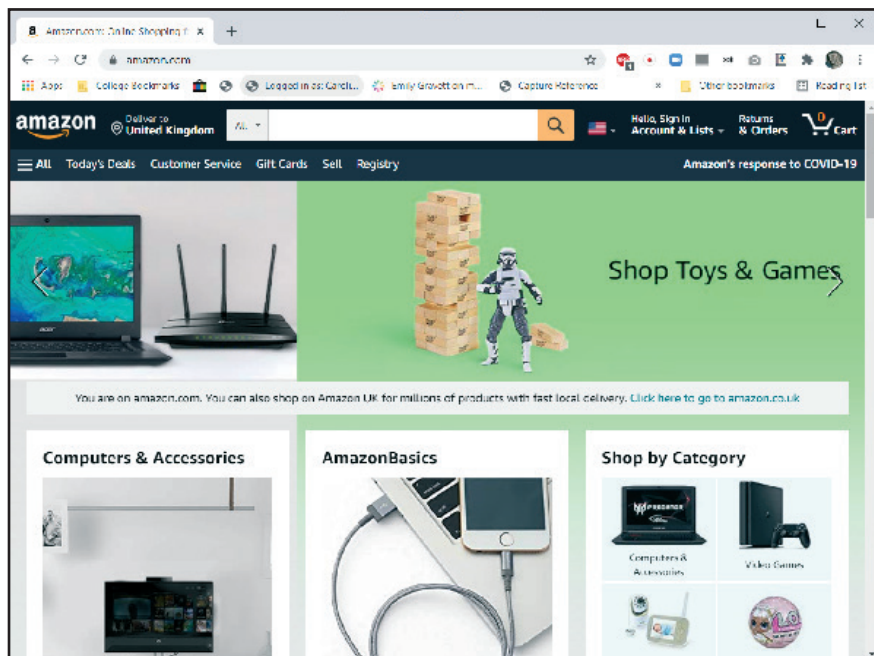
<date>  
2005  
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access

observe

shop



```
<source>  
  amazon homepage  
</source>
```

```
<date>  
  2021  
</date>
```



<1995-1999>



<p class=quote>

**"I predict the Internet will soon go spectacularly supernova and in 1996 catastrophically collapse."**

</p>

<p class=author>

Robert Metcalf 1995

</p>

<1995-1999>

```
<title>  
  ebay  
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```
<status>  
  auctionWeb  
    inactive 1997  
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## &lt;ebay&gt;



**Auction Web**

[\[Menu\]](#) [\[Listings\]](#) [\[Buyers\]](#) [\[Sellers\]](#) [\[Search\]](#) [\[Contact/Help\]](#) [\[Site Map\]](#)

Welcome to today's online marketplace...

...the market that brings buyers and sellers together in an honest and open environment...

Welcome to eBay's AuctionWeb.

Welcome to our community. I'm glad you found us. AuctionWeb is dedicated to bringing together buyers and sellers in an honest and open marketplace. Here, thanks to our [auction format](#), merchandise will always fetch its market value. And there are plenty of great deals to be found!

[Take a look at the listings.](#) There are always several hundred auctions underway, so you're bound to find something interesting.

If you don't find what you like, take a look at our **Personal Shopper**. It can help you search all the listings. Or, it can keep an eye on new items as they are posted and let you know when something you want appears. If you want to let everyone know what you want, post something on our [wanted page](#).

If you have something to **sell**, start your auction instantly.

**Join our community.** Become a registered user. Registered users receive [additional benefits](#) such as daily updates and the right to participate in our user feedback forum and the bulletin

<p class=quote>

**"Let me tell you something... If you're anybody - not just me, but anybody - and you can put an oven that doesn't work at all on eBay and sign your name on it and sell it for 1200 bucks, and somebody will drive from Seattle to Dallas, Texas, to get it, that's pretty cool."**

</p>

<p class="author">

Vinnie Paul

</p>

<p class="author">

## ebay

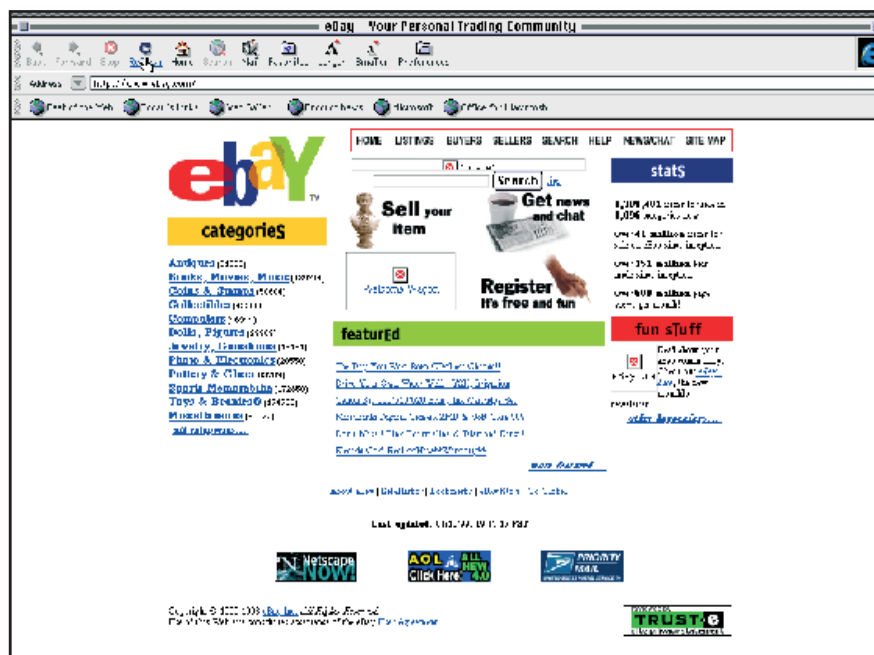
<p>Initially launched in 1995 as auctionWeb a site "dedicated to bringing together buyers and sellers in an honest and open marketplace." Canadian Mark Fraser purchased the first item that eBay founder Pierre Omidyar listed on the site in 1995—a broken laser pointer. In September 1997, the portal was officially renamed to eBay and continues to exist today and is a notable success story of the dot-com bubble.

</p>

<p>One of the most successful things about eBay today is their feedback system. Thought up by the original founder, Omidyar, he added the system in 1996, when eBay's sales was taking off so well. It was designed to ensure that members got a fair deal and to give others in the eBay community information on which sellers to trust and which to avoid.

</p>

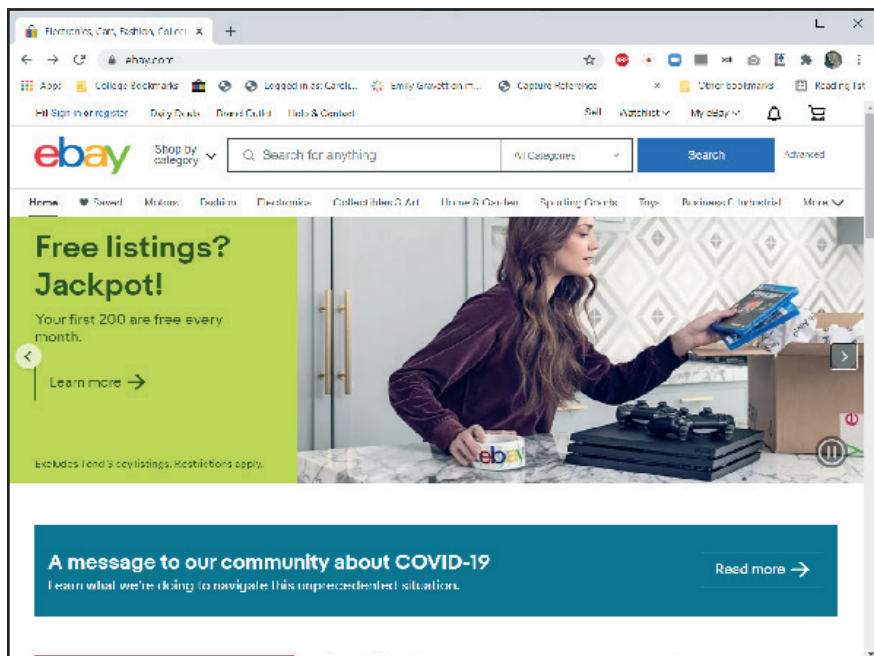
<1995-1999>



<source>  
ebay homepage  
</source>

<date>  
1999  
</date>





<source>  
ebay homepage  
</source>

<date>  
2021  
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<1995-1999>

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| 1995            | Tom Fulp   |
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observe

interact

<newgrounds>



<1995–1999>

<p class=quote>

**“Newgrounds’ content then, like it still is today, was a mix of the ambitious, the deranged, and the unabashedly horny. Lauded indie game developers, including Fulp himself, have cut their teeth at Newgrounds, but it’s also been a place for edgy teenagers to dump shock content.”**

</p>

<p class="author">

Mark Hill 2020

</p>

<p class="author">

## Newgrounds

<p>Newgrounds is an entertainment portal site where community members can share Flash-based animation, games and music. The site's featured content consists of in-house creations by staff as well as user submissions.</p>

<p>Founded in 1995, Newgrounds has been cited as the web's oldest Flash animation portal user-generated community</p>

<p>In 2000, it became the first Flash website with an automated submission system, in which members of the Newgrounds community could vote on incoming entries and determine what content would remain on the site. Since then, it has spawned a number of popular artists, movies, games, and memes.</p>

<p>n February, the All Your Base phenomenon took off, becoming the biggest Newgrounds viral yet. On February 22, the modern BBS was created, and has been operating ever since</p>

<p>In the wake of the Adobe Flash Player no longer being supported after the end of 2020, Newgrounds developed the Newgrounds Player as an alternate media player to continue viewing old Flash projects. Newgrounds also introduced support for HTML5-based games and animations as an alternative to Flash, which can be uploaded in the form of a .zip file.</p>

<source>

Wikigrounds, the free Newgrounds encyclopedia, (2011).

Know Your Meme, (2011)

</source>

<1995-1999>

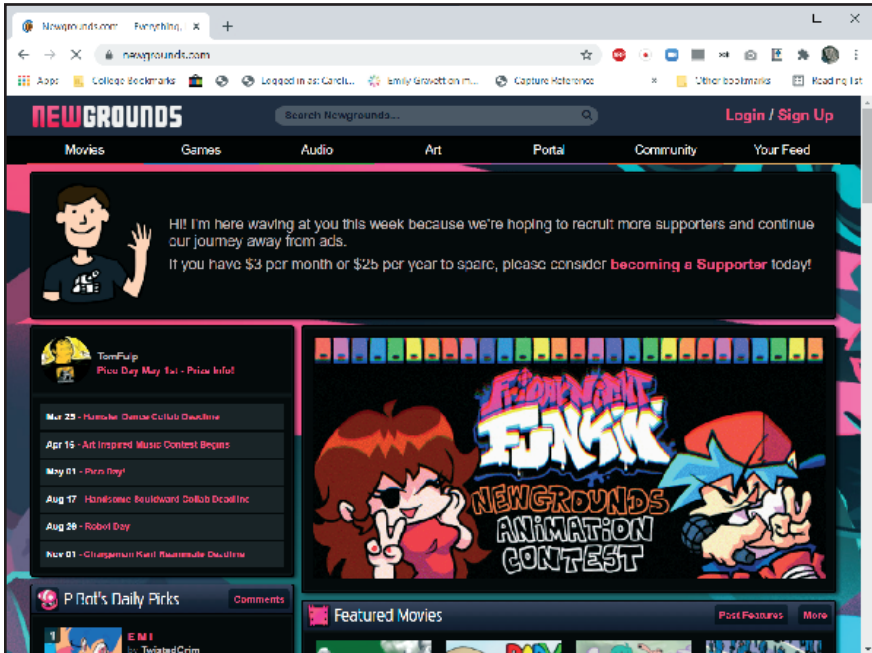


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observe

interact



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<1995-1999>

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  Paul Flaherty,  
  Louis Monier,  
  Michael Burrows,  
  Jeffrey Black  
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## &lt;altavista&gt;



digital

## The AlphaServer 8400 - High Performance SMP Server



DATA MATION  
Server of the Year

Readers and Editors Pick  
DATA MATION Feb 1, 1996

**TPC Leader - 11,456 tpmC @\$286/tpmC**  
**SAP Leader - 1,700 on S&D Benchmark**

- ◆ up to 12 64-bit 350 MHz microprocessors
  - We have 3x300 MHz processors (350 MIPS)
- ◆ up to 14GB main memory
  - We have 512MB
- ◆ Up to 144 PCI slots (connection to 39TB)
- ◆ 1.8 GB/sec system backplane
- ◆ 1.2 GB/sec I/O bandwidth
- ◆ VLM - Very Large Memory Databases
- ◆ 64-bit UNIX and OpenVMS OS support
  - We need to upgrade to VMS 7.0 to get full benefit of 64-bit architecture

<1995-1999>

<p class=quote>

**"You grew in popularity. In fact, I'd say you were the Google of your time, but it would be more accurate to say Google was the Alta Vista of its time. That's because Google didn't even exist when you were ascendant. That's also because you help paved some of the way for Google."**

</p>

<p class="author">

Danny Sullivan 2013

</p>

## AltaVista

<p>AltaVista was officially launched in 1995 by Digital Equipment Corporation, which was known simply as 'Digital.' That's why AltaVista's original URL used a subdomain of it: altavista.digital.com</p>

<p>AltaVista was essentially a test case for one of Digital's supercomputers, the AlphaServer 8400 TurboLaser. With its 64-bit processor, it could search very large databases very quickly. A search engine was an obvious demonstration of its might.</p>

<p>Louis Monier created the web crawler tool, Scooter which completed its first complete web crawl in August 1995, returning around 10 million pages to the primitive AltaVista index.</p>

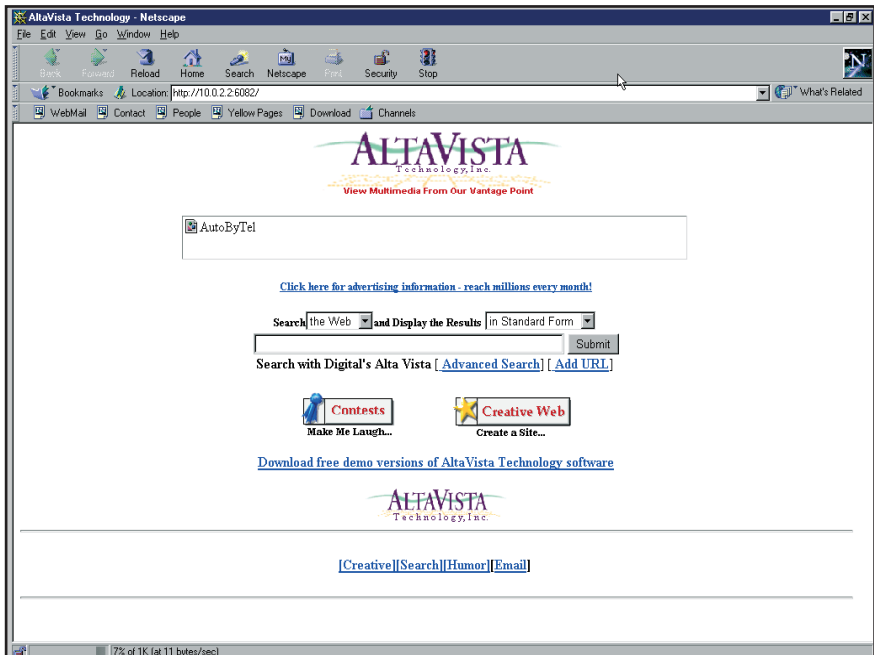
<p>Visitors could suddenly access more content than ever before, simply because AltaVista was better at indexing the furthest reaches of the web. And it gave them more control over results, too.</p>

<p>AltaVista's relationship with Yahoo started in 1996, when it began to provide supplementary results for Yahoo's search portal queries. From this point, AltaVista entered a turbulent phase that eventually resulted in it being acquired by its key rival.</p>

<p>Yahoo closed AltaVista quietly in 2013.</p>

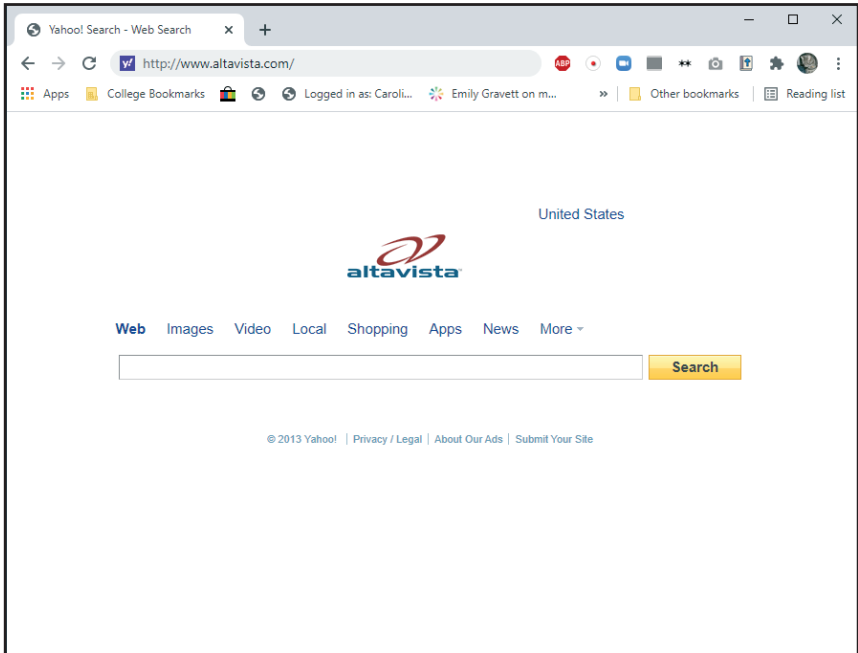
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Broadley, (2017).  
</source>

<1995-1999>



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AltaVista homepage  
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1996  
</date>



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<date>  
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<1995-1999>

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| 1995            | Sergey Brin |
| </founded>      | </creator>  |
| <launched>      |             |
| 1997            |             |
| </launched>     |             |
| </date_created> |             |

access

observe

interact

shop

<google>



<1995–1999>

<p class=quote>

**“Googling yourself is an act rooted in either narcissism or paranoia, or both, and it seems weird because it is weird.”**

</p>

<p class="author">

A.D. Aliwat 2021

</p>



# Google

<p>Initially known as BackRub, Google began as a research project of Larry Page, who enrolled in Stanford's computer science graduate program in 1995. There, he met fellow CS student Sergey Brin. The two began looking into the behavior of linking on the World Wide Web. Page conceived a system that would crawl the internet to determine which pages were linking to other pages.</p>

<p>Page and Brin renamed their company after the mathematical term googol (a one followed by 100 zeroes). The duo relocated to the garage of Susan Wojcicki, who would later become CEO of YouTube in Menlo Park, California.</p>

<p>The early 2000s would prove to be defining years for Google. Long before Google became a verb, Yahoo was the premier internet search engine. As Google began to gain popularity, it even became Yahoo's search engine provider in 2000. By the summer of 2002, Yahoo tried to acquire Google for \$3 billion, but Google turned down the deal.</p>

<p>Today, Google makes hundreds of products used by billions of people across the globe, from YouTube and Android to Gmail and, of course, Google Search.</p>

<p>As of March 2021 Google as a company is worth just under \$223 billion. </p>

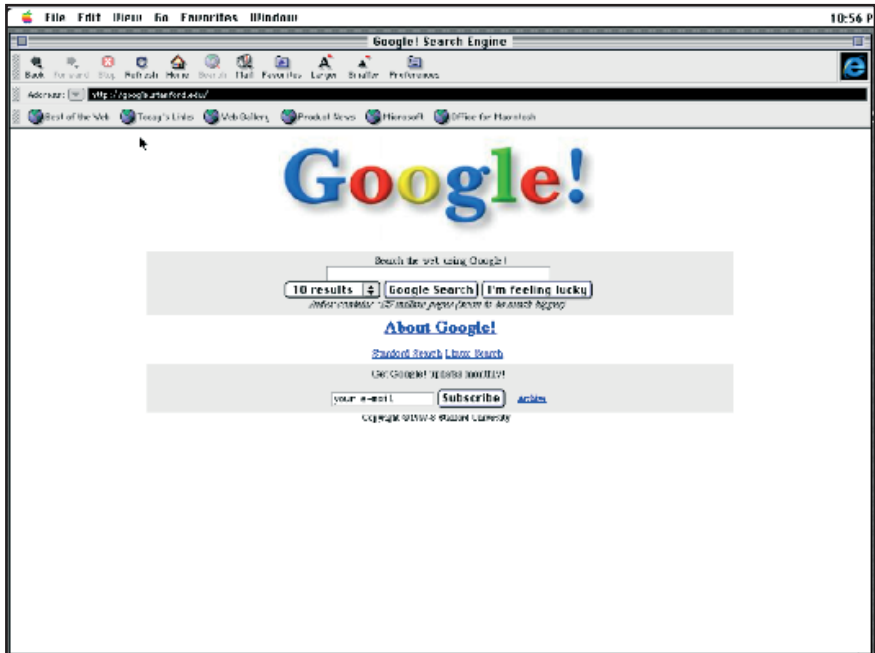
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Verge Staff, (2018).

About.google, (2021)

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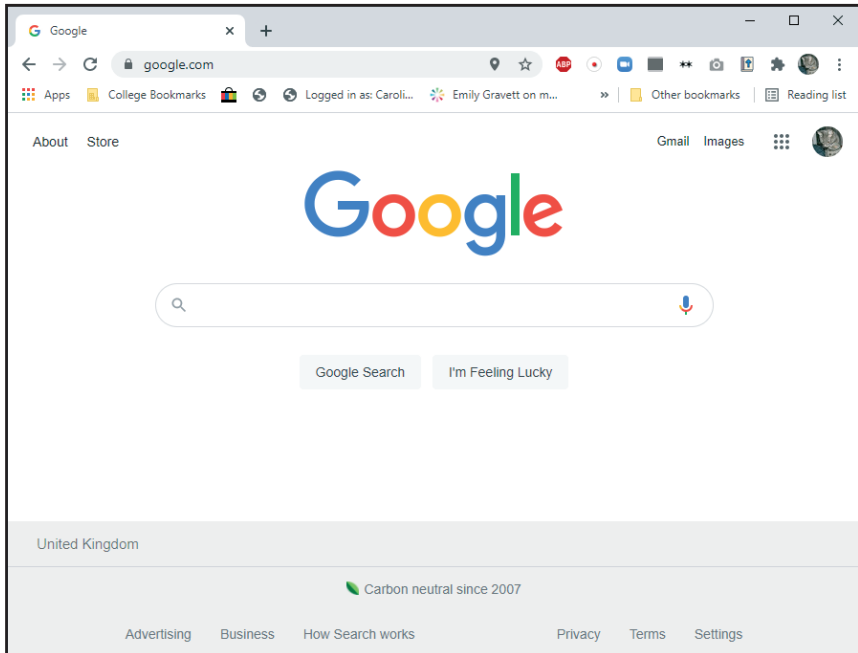
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access

observe

interact

shop



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| 1997            | Marc Randolph |
| </founded>      | </creator>    |
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| 1998            |               |
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| 2007            |               |
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| </date_created> |               |

<netflix>



<1995–1999>

<p class=quote>

**“With an almost bottomless well of movies and serials that can be watched on almost any device, it’s the kind of service that would be dreamed up by someone stranded on a desert island – or stuck at home during a pandemic.”**

</p>

<p class="author">

Edmund Lee 2020

</p>

## Netflix

<p>Netflix was first founded in August of 1997 by two serial entrepreneurs, Marc Randolph and Reed Hastings. The company has grown to become one of the world's leading internet entertainment platforms</p>

<p>When it first opened, Netflix was purely a movie rental service. Users ordered movies on the Netflix website, and received DVDs in the post. When they were finished with them, they would simply post them back to Netflix in the envelopes provided.</p>

<p>In 2000, Netflix CEO and co-founder Reed Hastings approached Blockbuster about a partnership. Unfortunately for Blockbuster, their CEO just smiled and laughed at him.</p>

<p>Netflix introduced a streaming service, called "Watch Now" in 2007, to allow members to instantly watch television shows and movies on their personal computers. This was a huge shift in the company's business model. Initially, the service launched with 1,000 titles and only worked on PCs and Internet Explorer. Today there are over 203.67 million Netflix subscribers</p>

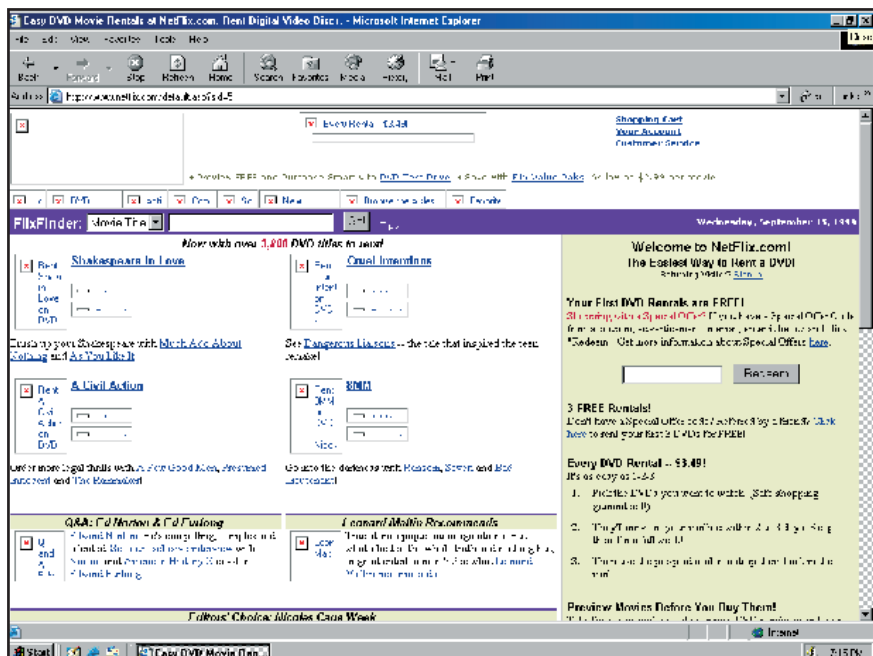
<p>The rise of Netflix has affected the way that audiences watch televised content. Nmore than 60-percent of Americans said that they binge-watch shows, and nearly 8 out of 10 Americans have used technology to watch their favorite shows on their own schedule</p>

<source>

McFadden, (2020)

</source>

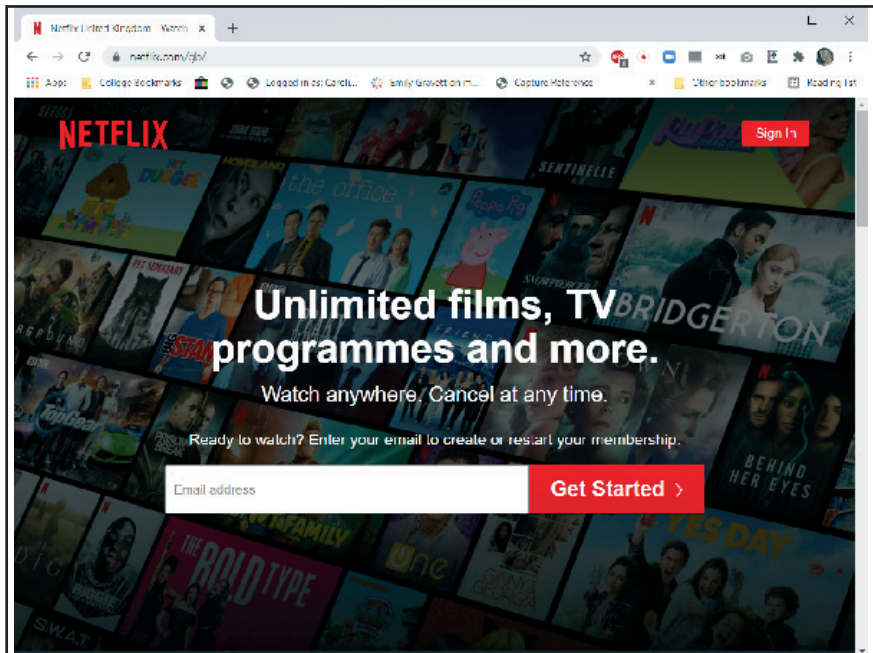
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1999
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<date>
  2021
</date>
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**<2000-2004>**



`<p class=quote>`

**"In terms of the spread of There was a time when people felt the Internet was another world, but now people realize it's a tool that we use in this world."**

`</p>`

`<p class="author">`

**Tim Berners-Lee 2003**

`</p>`

<2000-2004>

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| <date_created>          | <creator>            |
| 2000                    | Julie Pankhurst,     |
| </date_created>         | Steve Pankhurst,     |
|                         | Jason Porter         |
|                         | </creator>           |

<friends\_reunited>



<2000-2004>

<p class=quote>

**"It was thanks to this early social media platform that my husband John and I saw each other again, 18 years after we'd split up in our early 20s, John looked me up on Friends Reunited in 2002 and got in touch. We've been together ever since and married in 2014 in Cuba."**

</p>

<p class="author">

Emma Hetherington 2016

</p>

## Friends Reunited

<p>Friends Reunited was created by a husband-and-wife team in the classic back-bedroom Internet start-up; it was the first online social network to achieve prominence in Britain, and it weathered the dotcom bust.</p>

<p>By December 2005, Friends Reunited had over 15 million members and was bought by British TV company ITV plc for £120 million (\$208 million), plus further payments of up to £55 million based on its performance up to 2009</p>

<p>ITV sold the business onto DC Thomson. DCT decided to pivot FriendsReunited into more of a memory/retro picture site. The school friends part of it got pushed back into the background a bit. It was a brave move and could have been quite fun – unfortunately the site continued to decline. </p>

<p>In an emailed entitled “the sunset of an era”, Pankhurst wrote that “the world is now a very different place” and that Friends Reunited is no longer able to compete with Facebook, Instagram and Twitter.</p>

<p>On 18 January 2016, Friends Reunited revealed that it would be closing down the website after 16 years of operation</p>

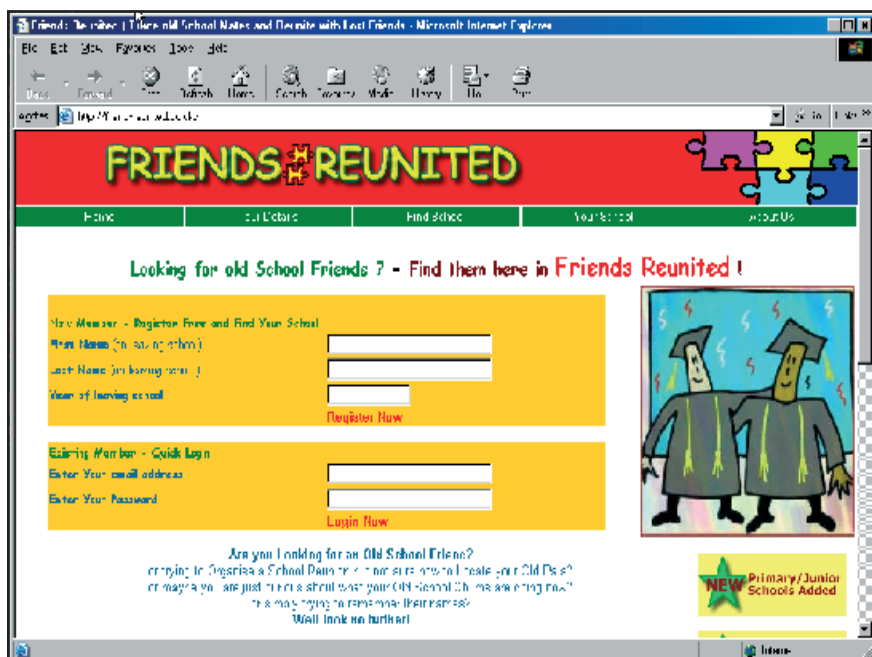
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Wikipedia Contributors, (2021)

Pankhurst, (2016)

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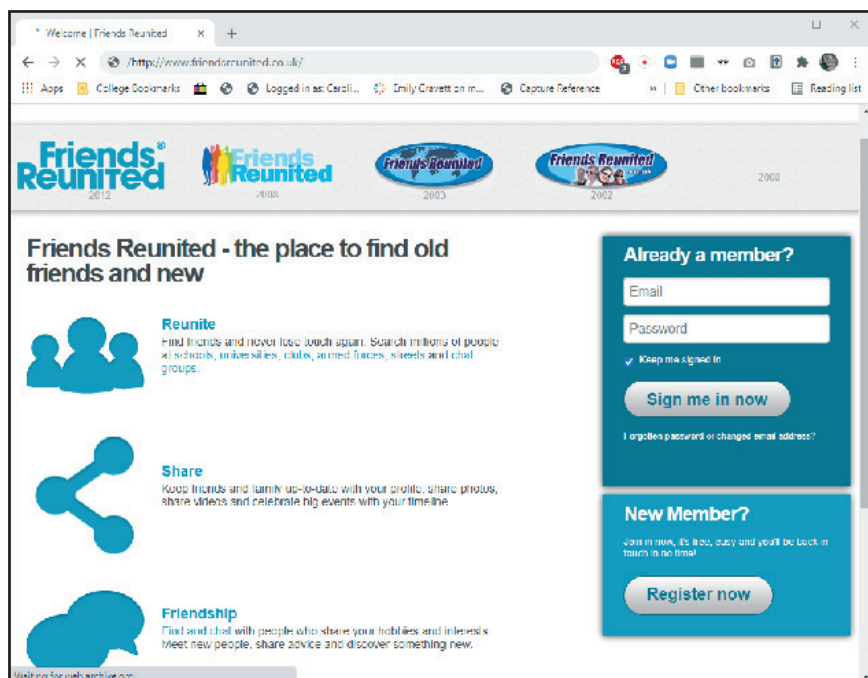
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<creator>
  Nick Robertson
  Quentin Griffiths
  Andrew Regan
  Deborah Thorpe
</creator>
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<ASOS>



<p class=quote>

**“Now I remember when ASOS was  
‘As seen on screen’, a little  
website selling versions of celeb  
clobber, now they’re taking over  
Topshop...”**

</p>

<p class="author">

Mazy Burns 2021

</p>

## ASOS

<p>Originally launched in July 2000 as AsSeenonScreen with the tagline "Buy what you see on film and TV" by Nick Robertson, Andrew Regan, Quentin Griffiths and Deborah Thorpe, ASOS sold clothes, furniture and accessories featured in film and TV. A Replica leather Jacket as worn by Brad Pitt in the Film Fight Club was one of it's flagshio products.</p>

<p>In 2003 ASOS shareholders agreed to change the names of AsSeenOnScreen Holdings PLC and AsSeenOnScreen Limited to ASOS plc and ASOS.com Limited. In 2004, it launched its first own-label womenswear and the company reported a maiden profit, with sales almost doubling in its first half</p>

<p>The Buncefield Fuel Depot explosion in 2005 led to a six week clisure and Stock worth £5.5m was destroyed weeks before the Christmas sales rush</p>

<p>ASOS expanded internationally from 2010, lunching first in France, Germany and the US before expanding further to Australia, Italy and Spain. In 2012, ASOS opened its first international office in Sydney, Australia, followed by an office in New York. ASOS Russia and China were launched in 2013.</p>

<p>In February 2021, it was announced that ASOS was to acquire the Topshop, Topman, Miss Selfridge and HIIT brands from collapsed Philip Green's Arcadia Group.</p>

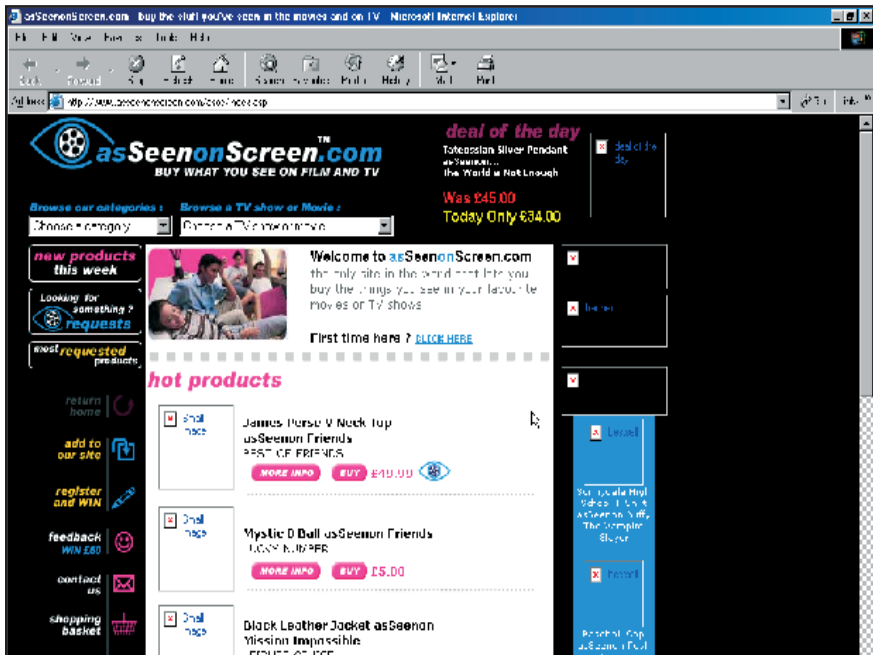
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Butler S, (2018)

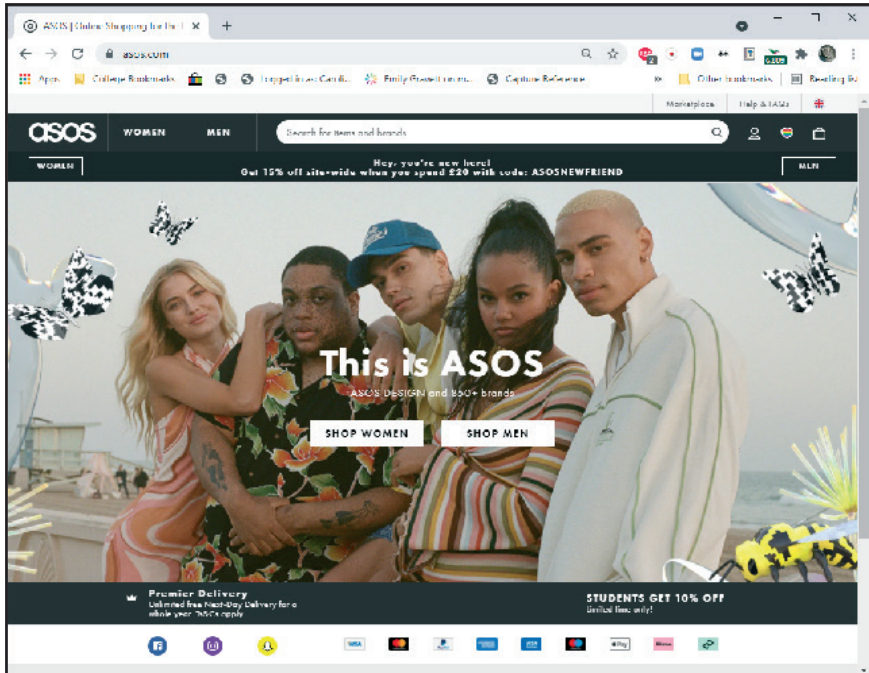
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**WIKIPEDIA**  
*The Free Encyclopedia*



<p class=quote>

**""There are things that wouldn't start an argument anywhere else that can still start an argument on Wikipedia," "**

</p>

<p class="author">

Ira Brad Matetsky 2018

</p>

## Wikipedia

<p>In March 2000, the Nupedia project was started. Its intention was to publish articles written by experts which would be licensed as free content. Nupedia was founded by Jimmy Wales, with Larry Sanger as editor-in-chief.</p>

<p>Wikipedia began as a side-project of Nupedia, to allow collaboration on articles prior to entering the peer-review process. The name was suggested as a portmanteau of the words wiki (Hawaiian for "quick") and encyclopedia. The project formally opened on 15 January ("Wikipedia Day"), with the first international Wikipedias – the French, German, Catalan, Swedish, and Italian editions – being created between March and May</p>

<p>In 2005, Wikipedia became the most popular reference website on the Internet, with the English Wikipedia alone exceeding 750,000 articles. Wikipedia's first multilingual and subject portals were established in 2005. A formal fundraiser held in the first quarter of the year raised almost US\$100,000 for system upgrades to handle growing demand. China again blocked Wikipedia in October 2005 </p>

<p>In February 2014, a project to make a print edition of the English Wikipedia, consisting of 1,000 volumes and over 1,100,000 pages, was launched by German Wikipedia contributors. The project was intended to honor the contributions of Wikipedia's editors.</p>

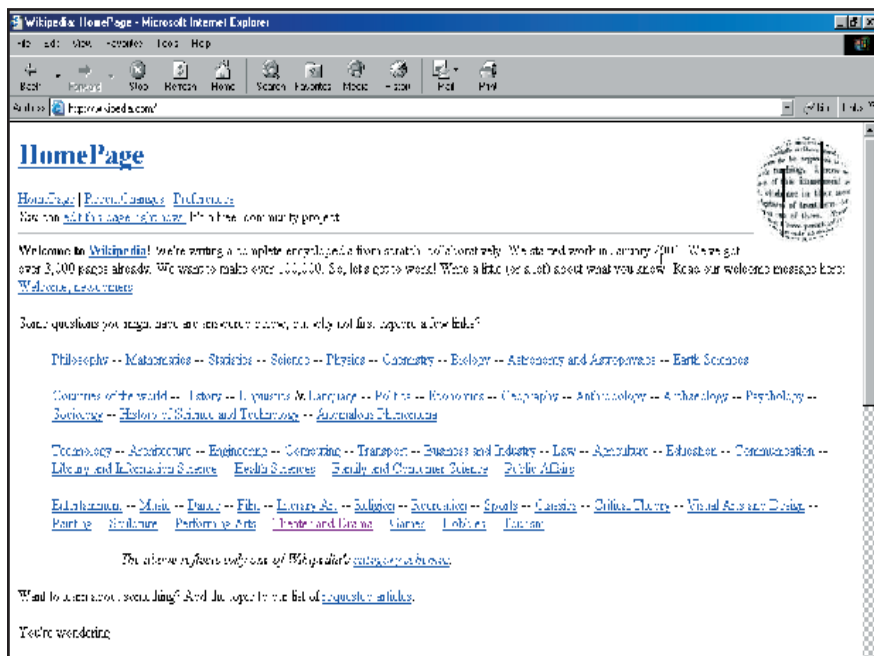
<p>In 2020 the World Health Organization collaborated with Wikipedia as a key resource for the dissemination of COVID-19-related information as to help combat the spread of misinformation </p>

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Wikipedia Contributors, (2021)

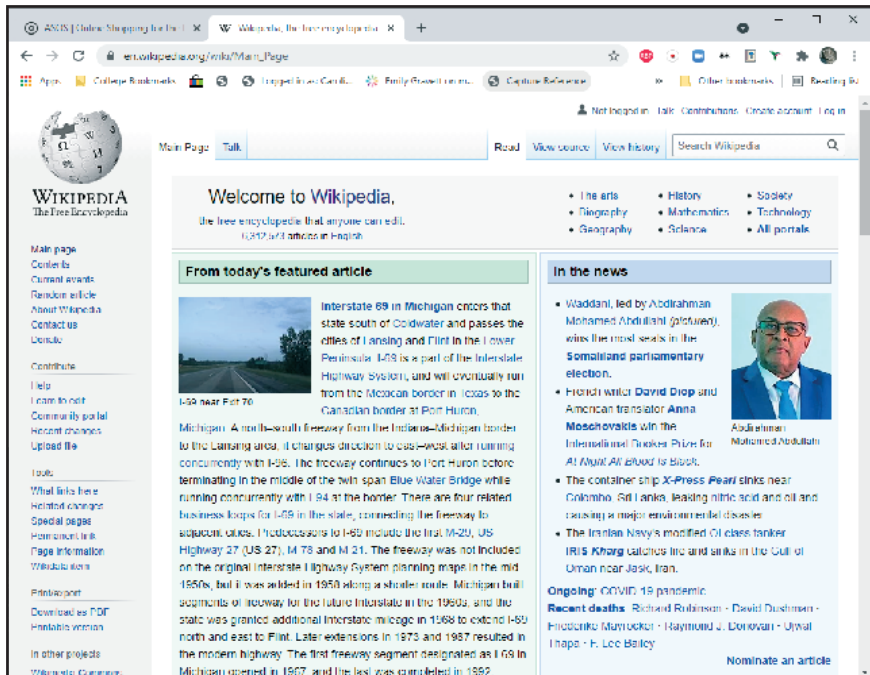
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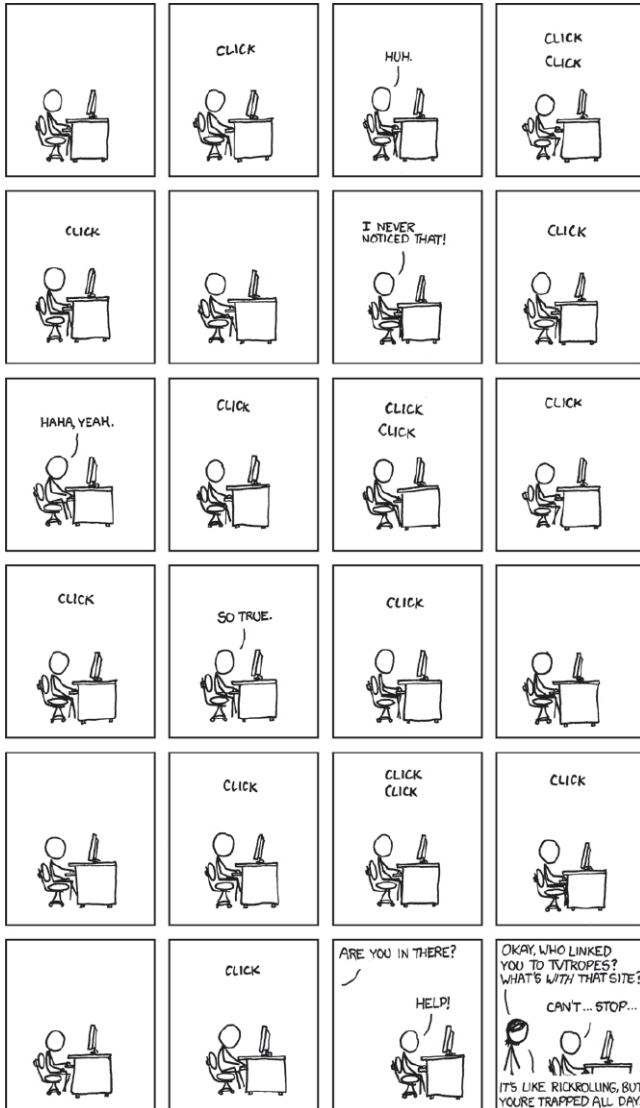
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| 2004            | John Varley      |
| </date_created> | aka "Fast Eddie" |
|                 | </creator>       |

## &lt;tv\_tropes&gt;



<2000-2004>

<p class=quote>

**"Every time something came up about television in a Salon story, there was this group that would go on these rampages about Buffy. Eventually we moved our community away so as not to bug everybody "**

</p>

<p class="author">

John "Fast Eddie" Varley 2010

</p>



## TV Tropes

<p>TV Tropes was founded in 2004 by programmer John Varley under the pseudonym “Fast Eddie.” He described himself as having become interested in the conventions of genre fiction while studying at MIT in the 1970s and after browsing Internet forums in the 1990s. He sold the site in 2014 to Drew Schoentrup and Chris Richmond, who then launched a Kickstarter to overhaul the codebase and design</p>

<p>TV Tropes is a wiki a site anyone in the world can contribute to and edit, like Wikipedia. Since its founding in 2004, more than 42,000 people have volunteered to be “trovers” a mixture of fans, writers, educators and amateur academics smitten by pop culture</p>

<p>Considerable redesign of some aspects of content organization occurred in 2008, such as the introduction of namespaces, while 2009 saw the arrival of other languages, and as of 2018, its content has been translated into 12 languages: German, French, Portuguese, Spanish, Dutch, Polish, Italian, Swedish, Norwegian, Finnish, Romanian, and Esperanto.</p>

<p>From April 2008 until July 2012, TV Tropes published free content. In July 2012, TV Tropes modified its license to allow only non-commercial distribution of its content. They continued to host the prior submissions under a new distribution license.</p>

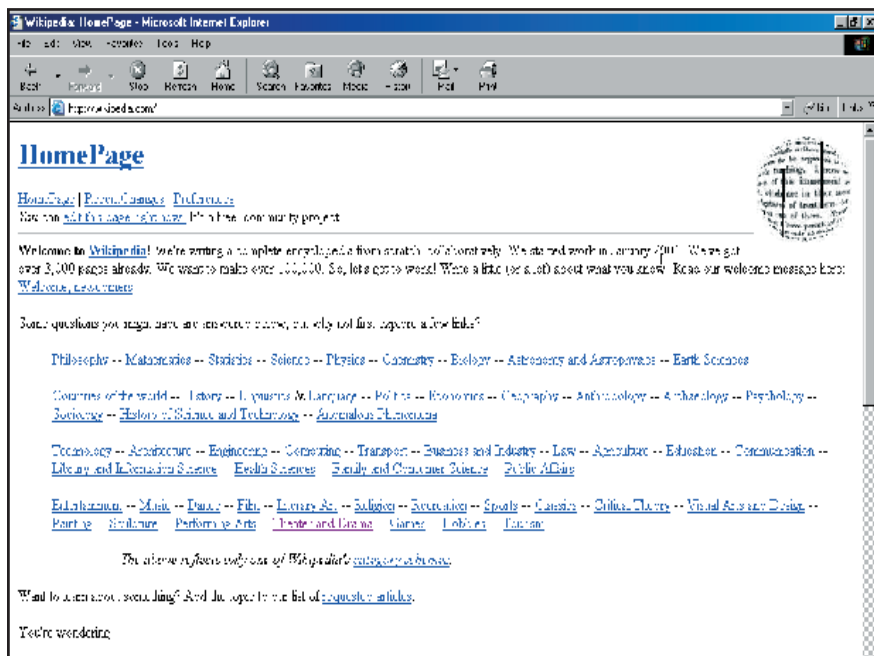
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Wikipedia Contributors, (2021)

Pincus-Roth, Z. (2010)

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2005
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observe

interact



```
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  Dustin Moskovitz
  Chris Hughes
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access

observe

interact

shop

**<facebook>**



<2000-2004>

<p class=quote>

**“Facebook is not your friend. It is a surveillance engine. ”**

</p>

<p class="author">

Richard Stallman, 2012

</p>

## facebook

<p>The social network TheFacebook.com launched in February 2004. Harvard students who signed up for the service could post photographs of themselves and personal information about their lives. Its popularity increased, and the network was extended to other Boston universities, the Ivy League, and eventually all US universities..</p>

<p>In 2005 the site was rebranded as simply Facebook and introduced the idea of “tagging” people in photos that were posted to the site. With tags, people identified themselves and others in images that could be seen by other Facebook friends. Facebook also allowed users to upload an unlimited number of photos.</p>

<p>High-school students and students at universities outside the United States were able to join the service from 2005 and in 2006 Facebook opened its membership beyond students to anyone over the age of 13. The company announced 500 million users in July 2010 and it’s billionth user in 2012</p>

<p>Facebook has been the subject of numerous controversies, often involving user privacy, political manipulation, mass surveillance, psychological effects such as addiction and low self-esteem, and content such as fake news, conspiracy theories, copyright infringement, and hate speech.As of January 21, 2021, Alexa Internet ranks Facebook seventh in global internet usage </p>

<source>

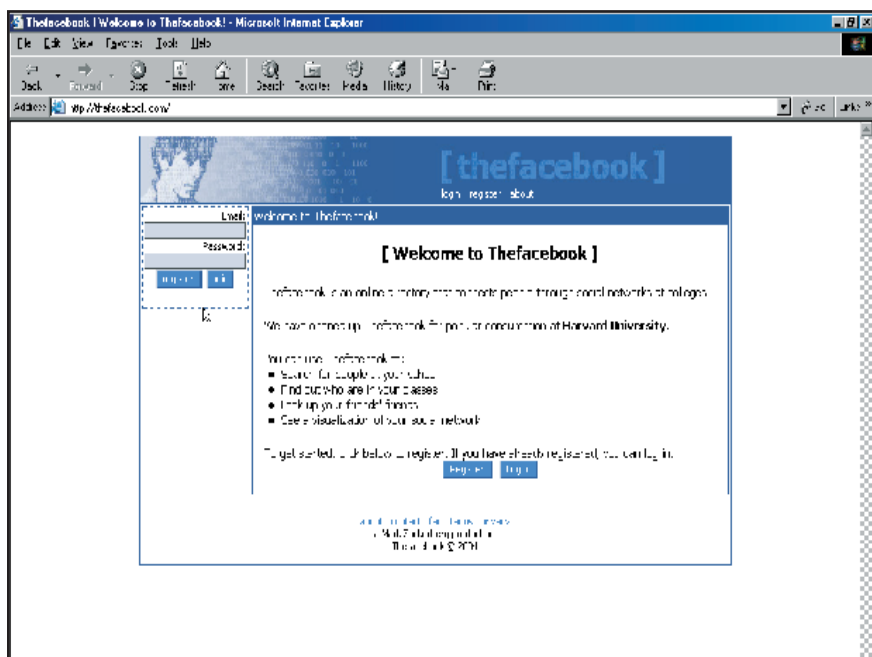
Wikipedia Contributors, (2021)

Britannica, (2021)

Gallagher, (2016)

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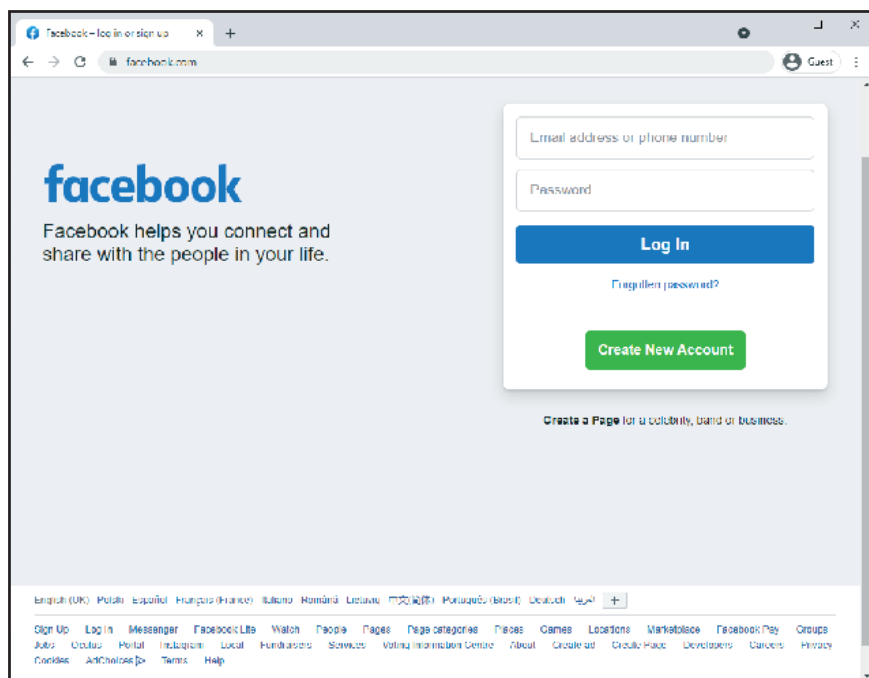
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observe

interact



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<2005–2009>



<p class=quote>

**"Never has a communications system played so many roles in our lives—or exerted such broad influence over our thoughts—as the Internet does today. Yet, for all that's been written about the Net, there's been little consideration of how, exactly, it's reprogramming us."**

</p>

<p class="author">

Nicholas Carr 2008

</p>

<2005-2009>

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observe

interact

**<reddit>**



**<111>**

<p class=quote>

**"Neither Alexis nor I created reddit to be a bastion of free speech, but rather as a place where open and honest discussion can happen."**

</p>

<p class="author">

Steve Huffman 2015

</p>

## reddit

<p>reddit is a social news aggregation, web content rating, and discussion website.</p>

<p>reddit was founded by Steve Huffman and Alexis Ohanian, and Aaron Swartz in 2005. Condé Nast Publications acquired the site in October 2006. In 2011, reddit became an independent subsidiary of Condé Nast's parent company, Advance Publications.</p>

<p>reddit's core content consists of posts from its users. Users can comment on others' posts to continue the conversation. A key feature to reddit is that users can cast upvotes and downvotes respectively, for each post and comment on the site. The number of upvotes or downvotes determines the posts' visibility on the site, so the most popular content is displayed to the most people.</p>

<p>reddit generally lets moderators on individual subreddits make decisions about what content to allow, and has a history of permitting some subreddits dedicated to controversial content.</p>

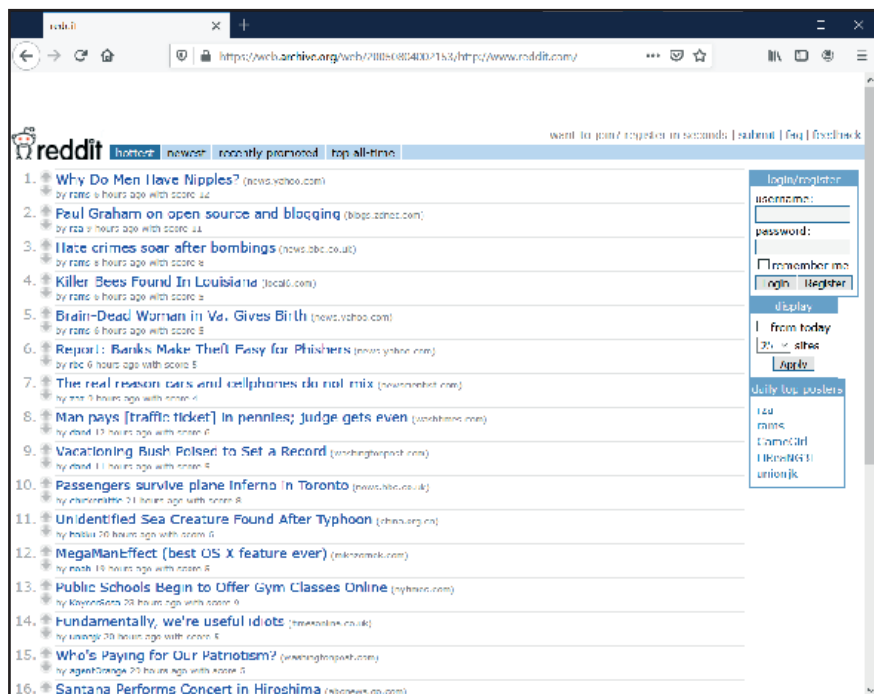
<p>reddit has changed its site-wide policies several times, sometimes in reaction to controversies. reddit has had a history of giving a platform to objectionable but legal content, and following some controversial incidents, reddit introduced a strict rule against the publication of non-public personally-identifying information Those who break the rule are subject to a site-wide ban, and their posts and even entire communities may be removed for breaking the rule.</p>

<source>

Wikipedia Contributors, (2021)

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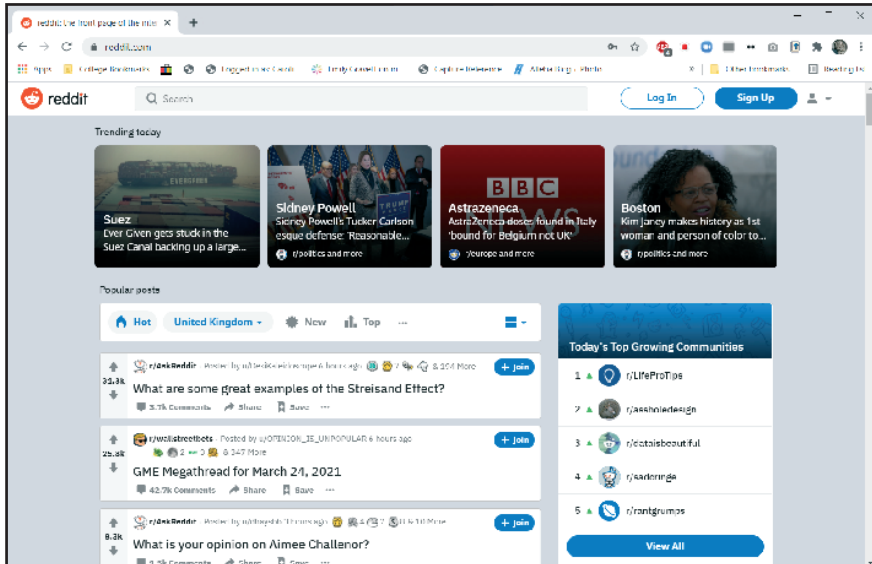
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**"Our users were one step ahead of us. They began using YouTube to share videos of all kinds. Their dogs, vacations, anything. We found this very interesting. We said, 'Why not let the users define what YouTube is all about?"**

</p>

<p class="author">

Jawed Karim 2007

</p>

## YouTube

<p>Founded by Three former PayPal employees in 2005,YouTube allows users to upload videos, view them, rate them with likes and dislikes, share them, add videos to playlists, report, make comments on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. </p>

<p>The site was created in the wake of controvesy following the 2004 Superbowl Halftime show. YouTube co-founder Jawaed Karim Karim could not find the video clip anywhere online, so the idea to found a destination to watch and share videos on the World Wide Web was born </p>

<p>On October 9, 2006, it was announced that YouTube would be purchased by Google for US\$1.65 billion in stock. At that time it was Google's second-largest acquisition.This kickstarted YouTube's rise to becoming a global media dominator, creating a multi-billion-dollar business that has surpassed most television stations and other media markets, sparking success for many YouTubers.</p>

<p>In 2006, Time Magazine featured a YouTube screen with a large mirror as its annual 'Time Person Of The Year'. It cited user-created media such as that posted on YouTube and featured the site's originators along with several content creators.</p>

<p>As of May 2019, more than 500 hours of video content are uploaded to YouTube every minute and one billion hours of content being watched on YouTube every day. </p>

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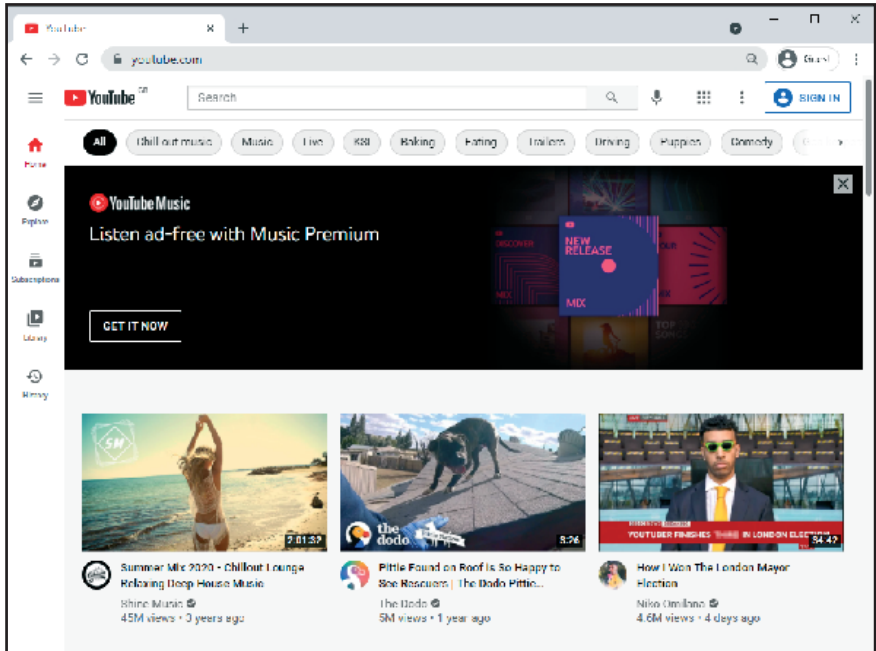


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<p class=quote>

**"I tweet, therefore my entire life  
has shrunk to 140-character chunks  
of instant event & predigested  
gnomic wisdom & swearing." ,"**

</p>

<p class="author">

Neil Gaiman

</p>

## Twitter

<p>Twitter is an American microblogging and social networking service on which users post and interact with messages known as “tweets”. Registered users can post, like, and retweet tweets, but unregistered users can only read them</p>

<p>reddit was founded by Steve Huffman and Alexis Ohanian, and Aaron Swartz in 2005. Condé Nast Publications acquired the site in October 2006. In 2011, reddit became an independent subsidiary of Condé Nast’s parent company, Advance Publications.</p>

<p>reddit’s core content consists of posts from its users. Users can comment on others’ posts to continue the conversation. A key feature to reddit is that users can cast upvotes and downvotes respectively, for each post and comment on the site. The number of upvotes or downvotes determines the posts’ visibility on the site, so the most popular content is displayed to the most people.</p>

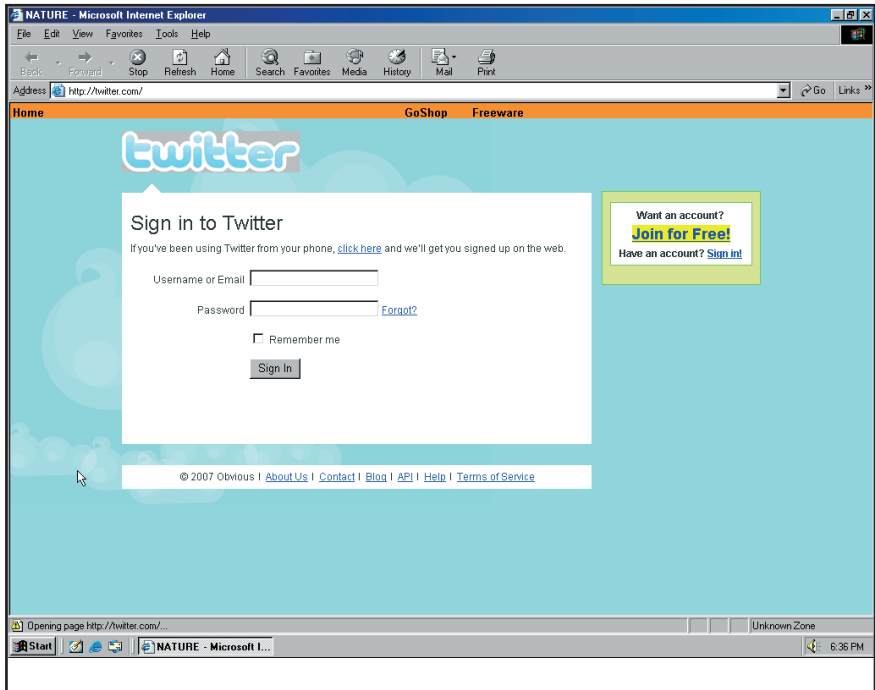
<p>reddit generally lets moderators on individual subreddits make decisions about what content to allow, and has a history of permitting some subreddits dedicated to controversial content.</p>

<p>reddit has changed its site-wide policies several times, sometimes in reaction to controversies. reddit has had a history of giving a platform to objectionable but legal content, and following some controversial incidents, reddit introduced a strict rule against the publication of non-public personally-identifying information Those who break the rule are subject to a site-wide ban, and their posts and even entire communities may be removed for breaking the rule.</p>

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<p class=quote>

**"The Internet's completely over...  
The Internet's like MTV. At one  
time MTV was hip and suddenly  
it became outdated. Anyway, all  
these computers and digital  
gadgets are no good. They just  
fill your head with numbers and  
that can't be good for you."**

</p>

<p class="author">

Prince 2010

</p>

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<p>The internet of 2021 is a different place to the internet of the 90's and early 2000s. Where once populated forums, chat rooms and message boards would ask "A/S/L?" and we were told "never give out your real name!" now influencers and teens document their lives online their for all to see.

</p>

<p>Whilst behemoths like Amazon or IMDb remain, other sites like newgrounds, deviantart or friends reunited have waned or shuttered for good. "Surfing" the web has become uncommon with social media serving curated content and platforms, not pages driving the online experience.

</p>

<p>Using snapshots of archived content and current pages this book aims to provide a view of the before social media, mobile devices and apps became the default. This is not a comprehensive history, more a glance back at how things change.

</p>